

# PRINTERS' INK

Registered U. S. Patent Office  
A JOURNAL FOR ADVERTISERS  
185 Madison Avenue, New York City

VOL. CLXIII, No. 5

NEW YORK, MAY 4, 1933

10c A COPY

## French Line

COMPAGNIE GÉNÉRALE TRANSATLANTIQUE

19 STATE STREET, NEW YORK

"WE HAVE recently received so many compliments on the excellence of our advertising, from all sorts of sources, that I feel it an injustice to N. W. Ayer & Son, Inc., not to write and thank you for the wonderful co-operation and the quick assimilation of ideas which we have passed along to your various employees in the preparation of our advertising. • I have, personally, had dealings with several advertising agencies in the past and I am very frank to admit that I have never dealt with an agency which was able to capitalize and get the best results out of ideas put forward by us as a steamship transportation company, more than your Company does. • I am writing this note to you without the slightest solicitation from any member of your staff, because I think it is only fair to pass along credit where credit is due. • I congratulate you most heartily on the very efficient and co-operative brains of your staff, who make the liaison between our respective companies perfect in the production in what a great many of our competitors believe the best travel advertising at present."

*For one so busy as Mr. H. Ainsley Highman, General Manager of the Passenger Department of the French Line, to take time for such a kindly act as the above letter, is but another illustration of the courtesy and solicitous personal care that make a French Line voyage so delightful.*

## N. W. AYER & SON, INC.

ADVERTISING HEADQUARTERS

WASHINGTON SQUARE, PHILADELPHIA  
New York Boston Chicago San Francisco Detroit London

# ANNOUNCING!



An added service by



Industrial Equipment News is instituted as a result of 27 years close contact with the buying information needs and interests of men in industry. It has been built to carry monthly news items of "What's New in Industrial Equipment, Parts and Materials," to 30,000 plant operating men (selected from the Thomas' Upper Class Industries List) throughout the larger plants in all classes of manufacturing and service industries.

This publication invites manufacturers of industrial products to submit early descriptions of their new developments. The edited publication of this material constitutes the basic editorial purpose of Industrial Equipment News. There is no cost or obligation involved to the manufacturer for this original preliminary announcement.

To enable the manufacturer to extend and maintain this "news" interest in his products, advertising will be carried which conforms to the editorial purpose and type of reader served.

Geared up with Industrial Equipment News, the influence of Thomas' Register as the leading Buyers' Guide Reference Book is obviously greatly extended. Every month 30,000 plant operating men will watch Industrial Equipment News for "what's new," and be directed to Thomas' Register for products already on the market.

Thomas' Register, the only A.B.C. circulation Buyers' Guide, has been published since 1905.

The Register contains 4500, 9 x 12 pages, (1500 pages more than any other), listing and rating all manufacturers of everything from "Abrasives" to "Zinc."

Being the largest, most complete book of its kind, it continues in active "where to buy" use with more than 25,000 concerns, including most of the upper rated industrial lines, everywhere. . . . They order and pay for Thomas.

In a circulation appraisal based upon quantity of quality, and total volume of purchasing, Thomas' rates far above any other. See A.B.C.

Briefly, that is why Thomas' Register carries the display advertising of over 2000 companies.

**THOMAS PUBLISHING CO., 461 Eighth Ave., New York**

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CLXIII

NEW YORK, MAY 4, 1933

No. 5

## Advertising Agency

By T. Harry Thompson

Copy Supervisor, N. W. Ayer & Son, Inc.

IF those merrie Englishmen who gave us *The Mikado* and *Pinafore* were with us today, they might be moved to do an operetta based upon the lay conception of an advertising agency. There would be artists in smocks and tams and Windsor ties, with a chorus routine tapped out to something like:

Oh, we are the Adland Paletteers,  
We paint in the smiles and, sometimes, the tears.  
Wedding Picture and Text for better or worse,  
Divorcing the strings of the tightest-tied purse.  
Tra la, tra la, tra la!

Copy writers in horn-rimmed spectacles would moon about the stage like sleep walkers, pencils poised in tierce-guard position, invoking the muse to the gentle strains of muse-invoking violins.

Sorcerers and their apprentices would flit (Quick, Henry, the Flit!) from desk to desk, practicing their witcheries. From back stage would come the monotone of a hieratic incantation, as the Grand Pooh-bah called upon the gods for an idea, Gentlemen, an idea—the client awaits and the publishing date approaches with martial tread.

That would be Gilbert and Sullivan—and it might be fun at that. It would also be but small exaggeration of the popular conception of that mysterious thing called an advertising agency. Books and plays have done little to clarify the picture. Remember *It Pays to Advertise?* The big campaign for "13 Soap—Unlucky for Dirt" was put on through the sole medium of sandwich men who infested the milieu of competition. Good, clean fun, but not to be taken seriously as the *modus operandi* of the modern advertising agency.

Oh, yes, some advertising agencies go in for what an earlier

generation called "front." I recall one with a reception room that would have done credit to an Adirondackian lodge—a soul-stirring Sarouk on the floor; a big, Colonial, open hearth fireplace, guarded from above by a menacing moosehead and flanked on the right by the grandest grandfather's clock I have ever seen.

One special room was fitted up like a street car, with pendant straps and lateral seat and actual car cards, intended to put the advertiser in Barron Collier mood for consideration of a proposed advertisement in this well-known medium. You almost heard the clangor of bells and the traditional wrangle with the conductor concerning the child who was "big for his age."

Another successful agency of my acquaintance goes in for forged-iron gates on its copy cubicles. Very nice, and the writers know all the gags about "Don't feed the animals." The conference room in this agency is as pleasantly impressive as the main dining room of Foyot's. The other furnishings are likewise in good taste, and do not interfere with either the quality or quantity of the agency's out-

put. Both these agencies, in fact, have many national successes notched in their gun-stocks. They have not confused "facade" with "facility."

*Chaise-longues* went out of fashion in advertising agencies about ten years ago, when a suspicious wife did a Frankie and Johnnie with her little forty-four, in the City of Brotherly Love. But let us look at the average advertising agency.

### **Agency People Are Human Beings**

The unmasked truth is that advertising agency people are business men and women, dedicated to the serious objective of making advertising pay the advertiser. They have ham and eggs for breakfast and take aspirin for a headache. They dress the same as you do. They lunch at the same places. They live in the same kind of homes and have the same extra-curricular interests.

If you will walk through a modern advertising office, you will see nothing especially different from the equipment of any other business house. The personnel might be architects, lawyers, lumber merchants—and *could* be. They are, in fact, just a group of alert, experienced "folks," fitted by talent and training to spend the advertiser's money as cautiously as though it were their own.

They have been attracted to the advertising agency field from many seemingly incongruous occupations. There are college professors, salesmen, draftsmen, radio engineers, newspaper reporters, farmers, lumberjacks, divinity students, midshipmen, and—consult the yellow section of the telephone book. From *some* of the advertising I have seen, I suspect that a couple of plumbers' helpers have gotten into the business here and there. However!

The most important thing these people have brought with them from their eclectic background is a *knowledge of the human animal*. Advertising technique can be acquired, and *good* advertising can do with little of it.

But it is vital to know what the motorman is muttering about up there on the front platform; to know that a phrase like "Down to the sea in sips," insinuated into a week-end cruise advertisement, may pique the uvula of a thirsty American to a yen for hollow stemware and Dry Monopole; to know that Mike Foley has the price of a new V-8 and can be induced to part with it, under proper stimulation of picture and text; and that Mrs. Foley's taste-buds can be whetted for a smoked ham that claims "Fixed Flavor in every tender, tasty forkful."

This knowledge, this intuition, is of more value than the remembered date of the Battle of Actium or the pedantic privacy that mono-aceticacidester of salicylic acid is a ten-dollar phrase meaning "aspirin" to any student of pharmacy.

Everything that I have said up to this point is already known by a great many readers of *PRINTERS' INK*. To them, I say forgive me. But there are also many, particularly among the younger intellectuals, who have an idea that advertising is a pastime, so to speak—an outlet for quips and apothegms and just plain wisecracks—a medium for self-expression—a pleasant daily contact with the Best Minds—and, by and large, an occupation so fascinating and so well paid that it is the least disagreeable of all things under the general heading of "work."

### **Advertising Means Real Work These Days**

Yes and no, mostly no. In these dolorous days, at any rate, the advertising agency is not merely a pleasant place to spend an afternoon. The advertising business has taken its bumps, along with general business. Advertising men have to dig deeper today for ideas that will snap open the well-known purse; and when and if it snaps, there isn't much in it besides a lip-stick, a dead-latch key, and carfare. Advertising is real work today; work to find an advertiser with the courage to keep going; work to devise plans and copy that

(Continued on page 65)

# A Letter to a Brewer

Where Is All the Promised Advertising and If Not Why Not?

DEAR SIR:

I've tried your three-point-two and find it tasty. Very. Along with several million other unimportant people, I'm all for it. Only I'm wondering.

You see I read a lot about the big advertising and merchandising plans that the brewers had under way. When the newspapers came out on April 7 with their pages of beer advertising, I stopped long enough between glasses to give three moist cheers. I like the advertising. It was well written, persuasive, and right up to date.

I'm still cheering—but my voice has lost just a little of its enthusiasm. Maybe it's because I've cut down a little on my consumption of your product—and maybe it's because I'm wondering just where is that tremendous volume of advertising that some of your fellow brewers promised.

Understand, I'm not kicking against the advertising that is being done. Some of you brewers are still keeping at it—and doing a good job. Only there aren't enough of them—and a lot of them aren't advertising enough.

I don't blame them, in a way. You fellows must have been kind of knocked off your feet the way they mobbed you the first day or two. I guess all that business after so many years of famine must have made a lot of you forget that the team that wins the first game doesn't always crash through with the pennant.

There are certain facts that you might as well face. Here are a few of them.

The beer hasn't been of a uniform quality. Some of it has been pretty good, a lot of it not so good.

Of course, I am just as impatient as you are with the several million beer experts who are complaining about the quality of three-point-two although they were in short pants when Volstead closed the breweries. Just the same, you can't afford to overlook the fact that these folks, most of them weened on

bootleg gin, believe what they say.

In the advertising business we call that kind of an unreasoning belief "sales resistance" and it's pretty tough to meet. But it has to be met, whether we like it or not.

You'd be surprised how many

## To the friends of Schaefer Beer

### AN EXPLANATION

By Rudolph J. Schaefer,  
President, The F. H. Schaefer  
Brewing Company



SINCE APRIL 7TH a number of people have been disappointed in trying to get Schaefer Beer. To them a word of explanation is due.

The Schaefer plant has never been one of the largest breweries. But it has always been one of the finest. New Yorkers again seem to be finding this out for themselves and passing the word along: "Try Schaefer."

The result is that we have been swamped with orders.

Now it is true we could double our production if we would forget about quality and use short-cut methods of manufacture.

But this we will not do. For 91 years the Schaefer motto has been: "Not quantity, but quality." We would rather disappoint you in obtaining Schaefer Beer than disappoint you in drinking it.

Meanwhile, rest assured that we are making every effort to enlarge our production facilities and give you all of this fine beer you want.



THE OLDEST LAGER BEER BREWERS IN THE UNITED STATES

Though "Swamped with Orders," Schaefer is advertising to maintain good-will—witness this "explanation"

times during the last couple of weeks I've had some wise waiter whisper to me, "The beer ain't so hot. It's pretty green. It's going to be better later."

In the advertising business we call that "clerk antagonism" and when you talk of sales resistance

this kind of antagonism sits right up at the top.

Then again you hear a lot of talk about beer making people fat. It's fostered, maybe, by a lot of women who didn't acquire a beer taste along with their taste for olives, but if I had a product I hoped to sell in large quantities to women, I wouldn't want them to think it was going to be good for the avoirdupois.

Of course, you know and I know that ten or twelve cocktails on a Saturday night never were on any Hollywood reducing diet—but the same gals who drink the cocktails greedily are pretty worried about the fattening properties of a glass of beer.

What I am getting at, of course, is that the brewing business is surrounded by a lot of sales resistance and too many brewers don't seem to be doing much about it.

#### ***Present Demand Breeds Complacency***

I'm afraid that they are being lulled to complacency by the fact that they can't keep up with demand. That's O. K. with me—but there are a lot of new breweries being built and one of these days some of the boys are going to wake up and find that not only have they caught up with demand but are way ahead of it. And that means headaches.

It takes an unusual brand of wisdom to advertise when you can't meet demand—but it's the kind of wisdom that pays dividends when demand begins to peter out or gets spread around over a lot of competing manufacturers.

I sincerely believe that it is more important for brewers to advertise today than it ever will be again.

A nation is adopting a new habit. If I were a brewer I'd want to be mighty sure that the habit was pretty well established when, as and if enough States set their seal of approval on the repeal of the 18th Amendment.

In order to establish a habit you've got to keep everlastingly at it. Sporadic shots never knocked down a wall of sales resistance. You ask Mr. Lambert or Mr. Hill or P. K. Wrigley.

Another thing occurs to me. What are you going to do about the labels?

Of course, to you and to me it's a swell feeling as we stick our feet under the table and wrap an eager hand around a label that was designed by Great Grandpa August a couple of days after he came over from Germany. But we've got to get one thing straight. When Great Grandpa August designed that label it was the last word in 1875 modernism. He was starting a new business and he wanted everything right up to date.

If his great-grandson clings to that old label he's going right against one of his ancestor's first principles of business.

I've got a hunch that a few smart brewers are going to turn some smart designers loose on their labels. They'll ask these designers to make the kind of labels that will give some class to the product, the kind that women will be drawn to, the kind they'll like to put on the table when the neighbors come in for the Thursday night contract.

I don't know what can be done with bottles. Probably a lot. I do know that the average bottle and label of May 1, 1933, doesn't fit in very well with all the up-to-date gadgets and fixins that the department stores are selling thousands of hostesses. It's something to think about.

I wonder if you've done much thinking about dealer helps. I've talked with quite a few fellows who are selling your beer and they say you haven't. I hope they're wrong. Look what the ginger ale fellows did along those lines. And look hard—because it won't hurt.

Of course, what I'm getting at is that times have changed a whole lot since beer was declared illegal. We're living in a new advertising and merchandising age and a public habit isn't going to be set up in this age with 1910 methods.

That's one little fact that you can't afford to forget.

Well, it's getting late and you're pretty busy anyway. Give my best to the missus.

Yours,  
LARRY.

# "STRAWS"



- A leading Milwaukee department store had its biggest sales day in two years on Saturday, April 22. Other department and specialty stores reported exceptional business on the same day, as they have, in fact, for over three weeks.
- Local automobile acceptance corporations report a 10 per cent increase in April credit demands over last April.
- Milwaukee's largest drug store chain reported the biggest sales day in a year on Friday, April 21.
- Retail advertising in The Journal showed a gain for April over last year, with May prospects even brighter.
- These and many other "straws" indicate favorable business winds in Milwaukee. A schedule in The Journal alone will give you "full sail" at low cost.

**THE MILWAUKEE JOURNAL**

**W FIRST BY MERIT W**

**"Sorry, Ma'am—  
we're all out of Beer  
... *but we expect another  
truckload for tomorrow!*"**

**T**HE spectacle of millions of people pouring out a flood of gold in exchange for a flood of amber would indicate that hard times . . . unemployment . . . closed banks and tottering markets do not mean a thing when Mr. and Mrs. Public make up their mind they really want something.

Maybe it was curiosity. Maybe it was innovation that lured them to the first sip of legal lager, though it can hardly be argued that the taste of beer was anything exotic in the United States. And from the standpoint of sheer intrinsic excellence the new foamy brew was no nectar for the gods. In most instances, it actually fell far short of the 3.2% alcoholic content permitted by law.

*But people wanted it!*

They lined up at lunch counters, soda fountains, soft drink stands, and other points of disbursement and bought. They bought by the glass, the bottle, the case, the keg. Their lusty thirst drove hard-pressed, overworked brewers to distraction. They didn't count their pennies . . . they didn't weigh the cost. They tried the potion, liked it, cried for more.

For perhaps the first time in years the demand for a commodity so far exceeded the supply that every resource of a great industry was taxed to the limit.

Nor can low price account for the situation; it was as hard to take care of the clamor for \$2.00 cases as for 10¢ schooners.

Isn't there a lesson in beer for every manufacturer? Isn't it apparent that if people want a thing badly enough—or if you can make them want it badly enough—they'll buy it . . . pay for it . . . stand in line and wait for it?

This agency has participated in the preparation of advertising which has invested many branded commodities with much of the same aura of desirability. In spite of present conditions, this advertising has made people want these products—to the extent that sales have held up, and, in numerous cases, increased.

What beer can do, any marketable merchandise can in a measure do—for the *right* advertising message can make people believe that a product will help life to be more pleasant, more profitable, more promising. And when they believe that, they *buy*!



## RUTHRAUFF & RYAN, INC.

New York: *Advertising* Chicago:

405 Lexington Avenue

360 N. Michigan Ave.

Detroit: 7430 Second Boulevard • St. Louis: 812 Olive St.

# U.S. Law Regulating Advertising Is Under Way

PRINTERS' INK Statute, Now Actively in Effect in Twenty-four States, Is Obvious Model for Federal Use

IT seems that there is to be a Federal law to penalize fraudulent and misleading advertising in the drug and food field. If this law is bound to come, which it apparently is, why not make it broad enough to include *all* advertising? Wishing to be constructively helpful, PRINTERS' INK hereby places at the disposal of the Food and Drug Administration the net result of years of study of methods to punish and prevent dishonest advertising. As a pattern for the proposed Federal legislation, it offers the PRINTERS' INK Model Statute which is now law in twenty-four States. This statute was effective at a time when advertising abuses were virulent, flagrant and numerous. Brought up to date so as to include radio, it can be just as effective for Government purposes now in this better day when advertising is vastly improved in tone, concept and practice, but still has a few spots that should be cleaned.

LAST Saturday in Washington Rexford G. Tugwell, Assistant Secretary of Agriculture, held a conference to gather material out of which he expects to have fashioned a Federal statute governing the advertising of foods and drugs.

The conference was necessarily strictly private. No announcement was made concerning its deliberations or naming those who were present.

PRINTERS' INK is unofficially informed, however, that among those summoned were H. J. Payne, secretary of the Associated Business Papers, representing James H. McGraw, Jr., president of that organization; John Benson, president of the American Association of Advertising Agencies; Stuart Peabody, president of the Association of National Advertisers; L. B. Palmer, managing director of the American Newspaper Publishers' Association; George C. Lucas, executive secretary, National Publishers' Association; also representatives of the National Broadcasters Association, the National Broadcasting Company and the Columbia Broadcasting System.

Walter G. Campbell, chief of the Food and Drug Administration, was present in addition to Profes-

sor Tugwell—also Professor Milton Handler of the Columbia University School of Law, who acted as unofficial counselor.

The conference was the concluding one of three, the first being with drug trade representatives and the second with the food trade.

It is understood that there will be further sessions in Washington before the proposed law is ready for submission to Congress. Professor Tugwell and his associates, while determined that the present Food and Drug law shall be amended to include advertising, are not in the least disposed to rush matters. They want to learn what there is to be learned and draw up a statute which shall do the work and at the same time be just to all concerned. There being no emergency, the cannonball methods used by the Roosevelt administration in other legislation will be missing.

It is hardly expected that this preliminary research can be completed in time for action by the present Congress. The bill will therefore probably go over until the next regular session, as was forecast in the April 27 issue of PRINTERS' INK.

\* \* \*

Advertisers, agencies and pub-

lishers may be reassured on one point: There will be no censorship of advertising. Copy will not have to be submitted to the Food and Drug Administration for O. K. before being inserted. The reported intention of the Administration to secure legal authority for such censorship was greeted with considerable trepidation and very properly so. Professor Tugwell has disclaimed any such purpose.

But there will be regulation and the regulation will have teeth.

In other words, when an advertiser inserts dishonest copy or makes unfounded claims, he will be called to account through the prosecuting agencies of the Government.

There is said to be some discussion as to whether the publication and the advertising agency should be penalized along with the advertiser in cases where the law is broken.

Another point for decision is whether prosecutions under the Act shall be brought in the Federal courts of districts where they originate or be centered in one tribunal such, for instance, as the Court of Appeals of the District of Columbia.

\* \* \*

PRINTERS' INK believes that some helpful data bearing on the two preceding points—and applying, indeed, to the whole proposition of revision—can be gained from a brief description of the history be-

hind the PRINTERS' INK Model Statute.

Back in 1911, PRINTERS' INK concluded that merely denouncing dishonest advertising and holding it up to scorn was no way to cure the evil. It had to be made a crime punishable by law, the same as burglary, murder or any other crime.

It therefore retained the services of Harry D. Nims, a well-known New York corporation attorney and author of "Nims on Unfair Business Competition" which is used as a reference book by courts and lawyers throughout the country.

Mr. Nims was asked to go back into the fountainhead of common law relating to the sale of goods under false pretenses and to investigate the statutes of the various States having any bearing upon fraudulent and misleading advertising.

Until PRINTERS' INK started this investigation, the problem had never been approached in such a thorough way.

Out of this study, Mr. Nims evolved the PRINTERS' INK Model Statute, the wording of which is here given and which is now law in twenty-four States.

\* \* \*

Along with the law was proposed a simple working plan whereby the individual clubs in the then Advertising Clubs of America could

### The PRINTERS' INK Model Statute

ANY person, firm, corporation or association who, with intent to sell or in any wise dispose of merchandise, securities, service, or anything offered by such person, firm, corporation or association, directly or indirectly, to the public for sale or distribution, or with intent to increase the consumption thereof, or to induce the public in any manner to enter into any obligation relating thereto, or to acquire title thereto, or an interest therein, makes, publishes, disseminates, circulates, or places before the public, or causes, directly or indirectly, to be made, published, disseminated, circulated, or placed before the public, in this State, in a newspaper or other publication, or in the form of a book, notice, handbill, poster, bill, circular, pamphlet, or letter, or in any other way, an advertisement of any sort regarding merchandise, securities, service, or anything so offered to the public, which advertisement contains any assertion, representation or statement of fact which is untrue, deceptive or misleading, shall be guilty of a misdemeanor.

provide the necessary police force to make it effective.

The editor of *PRINTERS' INK* got the idea for this plan by reading a newspaper item about the disbarment of fifteen lawyers by a court on representations made by a Bar Association's "grievance committee."

From this he got the idea of a "grievance committee" in the local advertising club whose business it should be to receive complaints about dishonest advertising, conduct investigations, and, where the facts seemed to warrant such action, to place the evidence with the proper prosecuting officers.

As the various States began to enact the law (Ohio was first, with Minnesota a close second) this idea worked well. Later the "grievance committees" became known as Vigilance committees and a national organization was formed under that name, with the A.A.C. of A., which later became the Associated Advertising Clubs of the World, maintaining general charge.

And then, at the Houston convention of the Advertising Clubs, the Vigilance committee part of the organization was permitted to go on its own. "Sold down the river," some of its friends said of the transaction. Since then it has functioned as the Better Business Bureau.

The Bureau's policy has been to investigate complaints and then use its influence upon the offending advertisers to desist. It has also issued bulletins relating the facts which have sometimes had a good disciplinary effect.

The fact remains, however, that if an advertiser in any of the twenty-four States where the *PRINTERS' INK* statute is law perpetrates fraudulent advertising he is guilty of a crime and should be prosecuted the same as any other criminal.

This brings to mind a statement by Mr. Nims made in *PRINTERS' INK* on Nov. 16, 1911, that "the success of the project will depend far more on the efficiency of the organization to which is entrusted the prosecution of offenders than

on any change in the law itself."

Some of the local Bureaus are aggressive in their enforcement activities, and others are not.

Through John W. Bricker, Attorney General of Ohio, for instance, *PRINTERS' INK* learns that the seven bureaus in that State have brought many prosecutions under the statute during the last twelve years.

Harry Van Horn, general manager of the Columbus Better Business Bureau, issued a bulletin telling about the conviction of the Muir Drug Company under the statute for advertising in newspapers that "Muir's are never undersold."

This is the case that attracted national attention and is said to be the only case of its kind in the workings of this advertising law where underselling claims have been the cause of prosecutions.

The Review Committee, recently organized by the American Association of Advertising Agencies and the Association of National Advertisers will of course strengthen the effort of advertising to clean house from within. It is understood that Washington looks upon this with favor, but feels that much more should be done.

There is a disposition in the Agricultural Department, it is said, to look upon this committee's formation as an act of expediency—something done to forestall needed Governmental regulation.

One strong point about the *PRINTERS' INK* statute which will help clarify the Federal idea as to whom to blame for the dishonest advertising is this:

It provides that the person to punish is not the intermediary but the *prime offender*—that is, the one who utters the fraudulent advertisement. The trouble should be traced to its source and punishment meted out to the person primarily guilty rather than to the accessory after the fact. The advertiser *always* knows whether his advertisement is truthful and honest. The publisher often does not.

If the *PRINTERS' INK* Model Statute becomes Federal law there will probably be few prosecutions

# And How Detroit Burns Up the Gas

Every man, woman and child in the Detroit area last year burned up 144 gallons of gasoline. **THAT'S ONE AND A HALF TIMES THE PER CAPITA GASOLINE CONSUMPTION IN NEW YORK CITY.**

Is Detroit a market for gasoline? It is.

In 1932, the Detroit area whizzed away 324,593,000 gallons. **ONLY THREE OTHER METROPOLITAN CENTERS USED MORE**, and these were, in order, New York, Los Angeles and Chicago.

Detroit is and always will be a smiling, buying town . . . the **FOURTH LARGEST MARKET** for your wares in America. You can't get away from that. And you don't want to.

And it's a positive impossibility to do a real selling job in Detroit without using its only morning newspaper. You can't get away from that. And you wouldn't want to.

## The Detroit Free Press



**The World Is Concentrating on  
Chicago This Year—  
WHY SHOULDN'T YOU?**

With the World's Fair coming on, and a conservative estimated attendance of over 100,000 outside visitors a day for 150 days, this means that at least \$150,000,000 will be brought to Chicago and turned loose. Your share of this expenditure is available to you through—

**THE CHICAGO DAILY NEWS**

*96% Concentrated in Chicago's 40-Mile trading area*

*Chicago Aerial Survey Co. Photo*

on

n-  
DO  
ns  
to  
is

VS

area

Photo



under it. It will be almost business suicide for a company to be caught misrepresenting its goods. Every advertiser will scrutinize his copy and claims as never before.

Federal censorship of advertising would be an intolerable hardship. Federal prosecution of dishonest advertisers, on the other hand, could easily be a powerful aid to righteousness in the printed word.

This would be particularly true if all the prosecutions could be made by one department of the Government and brought in one court.

These are the twenty-four States in which the PRINTERS' INK statute is law:

Colorado  
Idaho  
Illinois  
Indiana  
Iowa  
Kansas  
Kentucky  
Louisiana  
Michigan  
Minnesota  
Missouri  
Nebraska

Nevada  
New Jersey  
New York  
North Dakota  
Ohio  
Oklahoma  
Oregon  
Rhode Island  
Virginia  
Washington  
Wisconsin  
Wyoming

Fourteen other States have statutes against fraudulent advertising but the laws are toothless; most of them contain the word "knowingly."

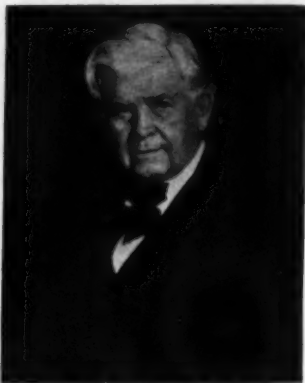
## Rainey to Address Four A's

WHEN President Roosevelt found that he was too busy to address the annual dinner of the American Association of Advertising Agencies, he followed through with a recommendation which has resulted in the acceptance of Henry T. Rainey, Speaker of the House of Representatives.

The annual convention will be held on May 11 and 12, at the Mayflower Hotel, Washington, with the dinner-meeting, which Speaker Rainey will address, being held on the evening of May 11.

Publishers, advertisers, radio station owners and outdoor advertising executives, as the invited guests of the Four A's, will attend an open session on May 11. Henry T. Ewald, chairman of the board of the Four A's, and president of the Campbell-Ewald Company, Detroit, will preside, alternating with John Benson, Four A's president, at succeeding business sessions.

Among the scheduled speakers are: Oswald W. Knauth, R. H. Macy & Co.; D. Eisenberg, Tepper Bros., department store; Carl W. Dipman, editor, *Grocery Trade News*;



Speaker Henry T. Rainey

Lee Maxwell, president, Crowell Publishing Co.; and Dr. Miller McClintock, Harvard University.

What is believed to be sound and what unsound about some of the newer advertising research projects will be discussed by Dr. L. D. H. Weld, chairman of the Four A's committee on research.

### Appoints St. Louis Agency

The St. Louis Bar Fixture Company, St. Louis, has appointed Jimm Daugherty Inc., advertising agency of that city, to direct its advertising account. Newspapers and direct mail are being used.

### Elected by American Litho

Frank J. Hackford, manager of the Buffalo plant of the American Lithographic Company, Inc., has been elected vice-president. Mr. Hackford will continue as manager of the company's Buffalo plant.

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# Drama Has a Definite Place in This Selling Plan

Loose-Wiles Salesmen Are Taught Simple Showmanship as Best Method of Reaching the Customer

**T**HE physical process of selling, in certain basic essentials, can be promoted, it seems, by an approach to the theatrical. For example, Mr. Wachtel here relates the experiences of his salesmen in carrying dishpans into the stores of dealers to whom they wanted to sell crackers. The appended interview describing Loose-Wiles methods along this line was built out of extracts picked up from an address Mr. Wachtel recently made before the Sales Executives Club of New York and taken to him for further elaboration and verification.

Based on an Interview with

**W. W. Wachtel**

Manager, General Sales Department, Loose-Wiles Biscuit Company

**T**OO many of us have fallen into the habit of thinking that all we have to do, in the preparation of selling plans, is to write sufficiently explicit sales booklets and that our salesmen will then go out and sell.

What we forget is that it is our job to sell our salesmen. We must make instructions so interesting that salesmen will want to read them. We must put into their hands information so definite and attractive that the idea will be transmitted to the retailer so that he will understand it.

Lengthy bulletins mean little or nothing in conveying ideas. They only result in salesmen going out and selling as they please.

Another difficulty we have to face is the problem of selling price. The solution is principally one of raising the standard of value to the level of price. Lengthy exhortations are not necessary. The more simple and effective expedient is dramatization of your principal selling points.

For example, our company wanted to establish a new cracker in a particular market. The market didn't seem to take to it. Instead of writing our salesmen a bulletin, we devised, first, an outside wax wrapper to protect the package against moisture. Salesmen were told that a cracker which

is moist is, naturally, no good.

Then the salesmen called upon their dealers, carrying dishpans. These were filled with water, into which the package was dropped, thus demonstrating its resistance to water. This performance held the attention of dealers so that when the package was opened, following the immersion, the crackers inside were found to still be dry and flaky.

Just as an added attraction, the salesmen had a little duck which they put in the dishpan which, as it floated around, further dramatized the sales story.

This gives an idea of what can be accomplished when salesmen work from a brochure of dramatic ideas instead of from lengthy sales bulletins. We don't try to fill this brochure full of a lot of dry facts and figures. We limit it to a few fundamentals that we want a man to remember so that he can present the salient points to the retailer.

As another example we wanted to demonstrate the quality idea in connection with a certain product. We sent our men out provided with a little magnifying glass. Their instructions were to say nothing to the dealer. A salesman was simply to go into the store, pull a cracker out of the box, take his magnifying glass and walk to the front of the store, by the window. Then he

would split the cracker in two and stand there, looking at it through the glass. Pretty soon the clerk, or the dealer himself, would look over his shoulder to see what he was so interested in, and if there were two or three customers in the store, they would gather around and try to get a glimpse of what was going on too.

Then the salesman would say, "Listen, Mr. Merchant, we have been telling you our crackers are flakier than others. I want to prove it to you."

And he showed him through the magnifying glass the little crevices and caverns of delicate dough. With this simple demonstration, he established the thought of flakiness in the retailer's mind.

#### **When Words Fail**

In another instance we discovered that we had a unique proposition to market—a method of baking known as the "accordion fold." Description by a lot of words would have taken time and only befuddled the dealer as to what "accordion fold" was all about. Instead the salesman was given a strip of heavy paper pleated like an accordion. He showed this to the retailer and said:

"See, this is how it is done. We fold the dough back and forth several times—the heat hits it—the crackers pop up. Rolled back and forth eight or nine times, we get a very flaky cracker."

The little device demonstrated just how we got the flakiness.

This is all just to show that old-fashioned selling methods can be used today without sacrificing legitimate profit. We try to find out all we can about our products, and then illustrate our findings to our salesmen, so they pass it on to dealers, a picture of where these selling points lay.

In the regular one-pound package of crackers, we found that we had more than 130 crackers. So we said, "Let's dramatize that to the dealer—let's say to him, you sell all these crackers for 15 to 17 cents. You don't believe it? Then we showed him a package some three feet long. We had taken

those 130 or more crackers and piled them one on top of the other. It was convincing.

There is a certain value in your products all the time if you have the imagination to uncover it. In our company we try to keep our imagination alive and dramatize everything we can. We dramatize our sales meetings, too.

Ask a man who has been to a show: "Well, what happened?" He describes two or three or maybe a half dozen situations or lines. He remembers the highlights. That's our cue. We have learned to dramatize our selling points, in our sales meetings as well as in our bulletins.

We have developed dozens of things like this tower cracker stack and the accordion fold and the dishpan stunt. Just old-fashioned selling methods—selling goods at a profit.

Mass display is another very important thing today. To demonstrate this we developed what we call our "jiffy display stand." Our salesmen went out to the dealer and said, "You don't have to buy three dozen packages to make a good mass display—buy one dozen packages and use this dummy (showing a sample) for the rest."

This brought us the benefit of mass display without any difficulty. In the particular month that this idea was initiated, there was a gain in the area where we were using this plan of 30 per cent in the volume of that particular package, at a time when the rest of our business was suffering with the rest of the food business.

When you can demonstrate your values so that the consumer believes she is getting her money's worth, you don't have to worry.

#### **Building Up Combination Sales**

To increase combination sales, or related sales, we worked up a stunt which we called "food sweethearts" showing the relation between items such as crackers and soup, cheese and jam. There were 420,000,000 cans of soup sold last year. At our sales meeting where we were putting this idea across, we had a man dressed up like a can of soup. A

dainty little damsel was Miss Krispy Cracker. She brought in her sweethearts, Mr. Soup and Mr. Milk and Mr. Jam. Those salesmen will always remember that beautiful girl coming with her food sweethearts. Seeing it in type wouldn't have meant anything. We dramatized it for our men, and now they think of Miss Krispy Cracker and her affinities.

We believe it is our duty to put effective tools into the hands of our salesmen. We are concerned with what happens to the spirit of our plan by the time it gets to the fellow who is important—the ultimate buyer. It must be translated to the sales force so that they can in turn translate it to the dealer and he can pass it on to the ultimate buyer.

A particular situation revealed that these various brochures weren't always registering. The solution is a one-sheet newspaper which serves the same purpose, giving the salesmen the salient selling points, and we printed enough copies for the dealers. This has been found to work very well indeed. Salesmen leave a copy with the dealer, who, in this way, gets the same story we have given our salesmen.

To demonstrate to a dealer that the reason people wouldn't buy more of a certain package was because they didn't understand the

values that were sealed up inside, we created a special display card. This shows a picture of every one of the fifty-eight different cookies that this particular package contained, surrounded by fanciful little bakers saying, "Look what you get for your money! Fifty-eight crackers—eleven varieties—for 33 cents."

That package didn't sell until we began to translate the value that it had to the consumer and show them the entire contents.

As sales managers, we are apt to get into certain habits of mind—our ego takes charge. We think we have a divine right to order salesmen around and say, "Now go out and do so and so." This isn't good sales management.

True, you can't pussy-foot with salesmen. We don't believe in being lenient with them. But I believe that we should place in their hands tools that help a salesman to translate messages that we want to get across that will tell the story that we want the retailer to get.

There are, after all, only five or six salient points to put across on any one item. Find and list these salient selling points. Illustrate them. Then all a salesman has to do is to go out and visualize these to the dealer. *And what a sales manager has to do is to see that the salesman does it.*

### Win Pulitzer Awards

The Pulitzer Prize in Journalism for the most disinterested and meritorious service rendered by an American newspaper during 1932, was awarded, this week, to the New York *World-Telegram* for "its wisely planned and judiciously conducted series of articles on veterans' relief, on the real estate bond evil, the campaign urging voters to 'write in' the name of Joseph V. McKee, and the articles exposing the lottery schemes of various fraternal organizations."

Edgar Ansel Mower, Berlin correspondent of the Chicago *Daily News*, won the award for the best example of correspondence, based upon his day-to-day coverage of the German political crises.

The award for the best editorial during 1932 went to the Kansas City *Star*, for a series of editorials on national and international subjects.

H. M. Talburt, Washington *Daily News*, won the prize for the best cartoon published in any American newspaper during the year.

### New Minneapolis Agency

Campbell-Mithun, Inc., is the name of a new advertising agency at Minneapolis. Principals are Ralph B. Campbell, formerly vice-president and Minneapolis manager of Batten, Barton, Durstine & Osborn, Inc., and Ray O. Mithun, previously account representative with the same agency. George Mohlke will be in charge of space buying.

### Appoints B. B. D. & O.

P. Duff & Sons, Inc., Pittsburgh, Duff's molasses, ginger bread and a line of quick-making bread and cake flours for home baking, has appointed Batten, Barton, Durstine & Osborn, Inc., as its advertising agency.

### Joins New York Times Studio

David Rosenfeld, for the last seven years with Lazarnick Studio, New York, has joined the New York Times Studios, New York.

# Super-Markets Enter Voluntary Chain Stage

Growth of Idea Has Been Rapid and Has Shown No Signs of Letting Down

THE GREAT ATLANTIC & PACIFIC TEA  
COMPANY

MINNEAPOLIS, MINN.

*Editor of PRINTERS' INK:*

We understand that you have certain data in regard to super-markets. If you have any information on this, we shall appreciate receiving it.

D. M. REARDON,  
*Sales Manager.*

W. S. HILL COMPANY  
PITTSBURGH, PA.

*Editor of PRINTERS' INK:*

Will you please inform me of the dates of issues, if any, in which you have carried articles about the Big Bear Market of New Jersey?

A. F. HEINECKE,  
*Vice-President.*

THE so-called super-market was born in the Far West. It has been estimated that in Los Angeles, for instance, the number of these market stores grew from 160 in 1931 to 260 in 1932 and that in the latter year they were doing about 35 per cent of the food volume in that city.

The first super-market operator to win wide attention in the East was Michael J. Cullen who in business calls himself King Kullen. For a number of years before opening his own stores he was an employee of the A & P chain.

Insiders in the food business had been watching his stores with unusual interest when the Big Bear Market was opened in New Jersey between Elizabeth and Newark. This turned out to be a super-super-market. Here was a store that planned an annual volume of \$5,000,000 and on the day of opening was greeted by 2,000 customers waiting to get in when the doors swung back.

Just as the King Kullen type of store was considerably larger than the average Western super-markets, so was the Big Bear much larger than anything that Kullen had to offer.

The Big Bear brought to a head a great deal of latent antagonism on the part of independents who immediately cried for legislation and local ordinances.

Thriving on this type of publicity, the Big Bear carried on a consistent campaign of charges that newspapers would not carry its advertising and that the antagonism of the retailers was due to the fact that they knew they could not compete in economy with the super-market type of store.

It has been claimed that some of the super-markets sell 20 per cent of their volume below cost, 20 per cent at cost and 20 per cent just enough above cost to take up the losses in the first 20 per cent. This formula has been denied but well-informed men in the industry maintain that the figures are substantially correct.

The American Wholesale Grocers' Association and the Associated Grocery Manufacturers of America were forced to take cognizance of the situation and each brought out its own pet bill condemning cut-price stores.

At the present time the manufacturers are claiming that the wholesalers' bill is not constitutional and is too complicated and the wholesalers are countering with the statement that the manufacturers' bill is not inclusive enough and therefore calls for halfway measures that are no better than no measures at all.

## *King Kullen's Latest Plan*

The latest development of the super-market idea was an announcement recently by King Kullen that he was organizing a Coast-to-Coast voluntary chain of super-markets which would commence operations on June 1 in the metropolitan area of New York. These

**T**HE direct and influential approach to the purchasing public of Washington (D. C.) and the 25-mile shopping area making up the Washington Market, is the advertising columns of **The Star**—Evening and Sunday.

There are approximately three-quarters of a million consumers in this territory and **The Star** is the paper that goes into these homes daily and Sunday by **REGULAR CARRIER SERVICE**.

**The Star** is depended upon for the news; and its authenticity relied upon—an interest and confidence in which the advertising shares.

You cannot afford to overlook the possibilities offered through the normalcy of the Washington Market—and **The Star** is the **ONLY MEDIUM NEEDED**.

Member Metropolitan Sunday Newspapers.

New York Office  
**DAN A. CARROLL**  
110 E. 42nd St.

Chicago Office  
**J. E. LUTZ**  
Lake Michigan Bldg.



# Mr. Buhrer Believes in E



THE BOONE MAN REPRESENTS  
27 HEARST NEWSPAPERS

## DAILY

New York Journal  
Albany Times-Union  
Syracuse Journal  
Rochester Journal  
Los Angeles Examiner

Boston American  
Baltimore News  
Washington Herald  
Washington Times  
San Francisco Examiner

Atlanta Georgian  
Chicago American  
Detroit Times  
Omaha Bee-News  
Seattle Post-Intelligencer

## SUNDAY

Boston Advertiser  
Albany Times-Union  
Syracuse American  
Los Angeles Examiner

Rochester American  
Detroit Times  
Omaha Bee-News  
San Francisco Examiner

Baltimore American  
Washington Herald  
Atlanta American  
Seattle Post-Intelligencer

# er i n BLAZING

*"The blazed trail is easier, swifter, shorter. Find the KNOWN path to the heart of a market."* . . . Statement of Mr. J. D. Buhrer, President, Corn Products Sales Co.

WE AGREE. There is no substitute for Pre-determined Facts in attacking a market. The days of generalities are gone. People buy only those commodities which accurately and economically fit *their* requirements . . . in *their* homes.

That is why it is so essential to know *what* these requirements are, and *how* to meet them.

That is why 27 of the powerful Hearst newspapers, represented by the Rodney E. Boone Organization, make it their constant practice to study the conditions peculiar to each of the 4 great markets which they serve . . . and to place this information at the ready disposal

of all advertisers and advertising agencies.

Scores of manufacturers generously attribute a large part of the success of their campaigns to the complete accuracy and timeliness of the information furnished them . . . many are now chalking up enviable records of sales-successes in important markets . . . many are proving that merchandise can be sold in volume during this, or any other, year . . . if you do not attempt to follow a blind path to the heart of a market but follow the easier, swifter trail that has previously been Blazed by merchandising men of experience and understanding.

CALL THE  BOONE MAN

RODNEY E. BOONE ORGANIZATION  
A UNIT OF  
HEARST ADVERTISING SERVICE  
NEW YORK

Chicago	Detroit	Cleveland	Boston
Philadelphia	Rochester	Atlanta	Seattle
San Francisco	Los Angeles		

will be in addition to the regular Kullen stores.

According to *Grocery Trade News*, under the terms of the Kullen contract, any retailer going into the chain pays 1 per cent of his gross sales to the operating corporation, half of which will be utilized in weekly or semi-weekly advertising. An initial fee of \$150 is paid by the retailer chosen for each territory, half of which will be used in advertising the gigantic opening in general. No other fees are to be charged.

"Personally, I believe that each wholesaler should have from five to ten super-markets of his own," Mr. Kullen is quoted as saying. "This would insure direct distribution and would prove to his advantage. They will have to do it eventually and I don't see why they shouldn't do it now."

The most interesting phase of the operation of super-markets so far is that in every territory where they have been tried out to any extent, they are far more injurious to the chains than they are to the independent retailers.

This is probably due to the fact that so many chains have spent most of their advertising effort in shouting price with the result that when someone comes along who can better their prices, they have few weapons left. It is significant that in every instance when a super-market is opened, the leading chains in the communities in the vicinity of the store have representatives on hand to see what is happening.

The super-markets on the Coast beside being generally much smaller than the Eastern super-markets,

also in many ways are of different character. The Big Bear and the Kullen stores have the barest fixtures and depend upon the power of mass display with no trimmings for effect.

The smaller super-markets in the Far West, however, have paid more attention to beauty inside the store and resemble in appearance the better operated chains.

It is predicted that as soon as super-market competition becomes heavier in the East, there will be a general raising of standards of store appearance. At the present time these huge organizations believe that there is a real sales appeal in being able to say to the public, "We spend no money on doo-dads."

An idea of the prices offered by these markets is shown by the following taken from a typical Big Bear advertisement:

Quaker Oats, large package, 3 cents; Jell-O, 5 cents; Campbell's Soup, 5 cents; Ivory Soap, regular sized cake, 4 cents; Aunt Jemima Pancake Flour, 7 cents; Sun Sweet Prunes, two-pound package, 10 cents.

Like all price-cutters, the super-markets use advertised merchandise consistently as loss leaders. In this way they are taking a leaf from the chain-store book.

For the present, at least, there has been a slight lull in the agitation against the super-markets. The food industry is marking time waiting to see if the upturn in commodity prices is going to be permanent and to learn just how the super-markets will act in the face of raised prices.—[Ed. PRINTERS' INK.]

#### Addressograph Advances Page

W. K. Page, sales manager of the Addressograph Company, a division of the Addressograph-Multigraph Corporation, Cleveland, has been appointed general sales manager of the parent company. In his new capacity he will have charge of advertising, as well as the general sales.

#### Heads Presbrey Space Buying

Frank A. Hodges, Jr., has been appointed manager of the media and space department of the Frank Presbrey Company, New York.

#### Joins Boston "Transcript"

William H. Pond, formerly of the Boston *Globe* and the Eastern Advertising Company, has joined the national advertising staff of the Boston *Evening Transcript*, according to an announcement received from William F. Rogers, advertising manager.

#### Has Whiz Account

The R. M. Hollingshead Company, Camden, N. J., Whiz automotive products, has appointed Badger and Browning & Hersey, Inc., New York, to direct its advertising account.

# Go-Givers Displace Go-Getters in Present-Day Selling

Some Up-to-Date Instances Showing How Service Takes First Place in Cutting through Disinclination to Buy

By Amos Bradbury

"He advised salesmen to try to retain their individualism. Today advertising was creating the desire, so that the salesman's job had changed. His job was not to sell but to interest. Service to the customer was the only thing that mattered. Again, if they had self-interest in their minds the customer knew it."

"Again, they should never look like salesmen; they must make people feel that they were men they could trust and to whom they could pour out their troubles. Once they became 'salesmen' they became 'interrupters,' and people shut their doors on them."

THUS spoke Sir William Crawford during the course of a speech he made in London a short time ago. It must have been more than a coincidence that I happened to be reading his words of wisdom on the way home the other evening.

To get at the truth immediately, a salesman had been at my house that day and followed Sir William's advice so thoroughly that a sale had been made, and how!

The first intimation of the situation that I had was that my wife met me at the train. This is somewhat an unusual procedure in our family. She was particularly nice. She had prepared pot roast, asparagus and strawberry shortcake, of all of which I am inordinately fond.

It wasn't until after dinner that she brought up the matter which caused all this extreme and extra friendliness on her part. After the usual amount of feminine preliminary palaver, she arrived at the point which was this: She had taken out of our sadly depleted joint account \$25 as first payment on a new product.

She was so incoherently enthusiastic about this product that I didn't know exactly what it accomplished, but the salesman certainly did his stuff. In the first place it amazed me because my wife has been death on house-to-

house salesmen during the last year. She even had prepared a little sign, stuck near the doorbell, which said something to the effect that she made her purchases in stores and lived in her home. While it is true that this sign has been destroyed by rain, wind, children and other destructive agencies, the wife's point of view remains as strong as ever. The cook is instructed to say that the lady of the house is not in. If by any chance a salesman does see her she lays down the law. How in the name of Huey Long, I wondered to myself, did any man selling from house-to-house manage to get under this cast-iron defense?

The answer was interesting to me. It proved a theory I have long held. The man who sold her was not a salesman. She was sure of that, otherwise she wouldn't have let him into the house.

He came, it seems, with an offer to moth-proof all rugs and carpets and a polite inquiry as to how much it cost each year to take them up, replace them after storage. That sort of talk made sense. Mrs. Bradbury admitted him because he was there to give service, not to get an order.

"He never mentioned that he had a machine or anything with him—just asked me for my vacuum cleaner to be sure the rugs were all clean before he put the anti-

moth stuff on" was the way she put the matter to me when breaking the news.

He went outside and brought in his Electrolux machine which had a sprayer on it, but before he sprayed he put a handkerchief over the nozzle and put a suction on the rugs he had just cleaned.

"He seemed so surprised," said Mrs. B., "when he found dirt, and then he kept on cleaning a lot of carpets and rugs till finally he poured a whole quart of dirt out on the paper."

### *Trying It on the Dog*

He did many other things, this go-giver salesman. He saw the dog over by the kitchen door. He put a queer little gadget on the end and cleaned him; the dog liked it. He cleaned the car, he cleaned windows, he showed how to spray closets to kill moths, how to dry human hair after a shampoo.

He showed a list of prominent users and pictures of fifteen uses. Did he make a sale? He made four sales, because the colored cleaning girl, in by the day, gave him the names of five women she worked for and when he came yesterday to deliver our machine he told me three of them had bought from him.

He didn't sell them. Not that bird. Why, he never even told my wife he was selling a new type of vacuum cleaner—not even when he took her old one away with him. As a matter of fact, the whole booklet he left with full directions never calls it a vacuum cleaner, just an "electric cleaner."

There is a salesman who left my wife almost speechless with enthusiasm for the product, sold her one when I've told her for the love of Mike to go easy on the check book. And he was a mild, meek, helpful little person, with not a bit of the go-getter about him. Just a big hearted "go-giver" who was willing to clean rugs for an hour and a half.

Yet he is the type that is making sales today in all lines of business.

He would have been given the

raspberry in 1929 by any sales manager. No high pressure at all. Today he's worth his weight in silver (at least).

I was looking at a new manual a while ago in which a maker of oil furnaces says to his salesmen: "The man who buys an oil furnace wants to be sure that he is doing an intelligent job of buying; so make your buyer feel that he is buying, not being sold, and by your attitude and presentation convince him that in his particular case by buying your product he is showing good, sound business judgment."

In order to accomplish this the salesman must put himself in the position of a confidential adviser if he is selling to manufacturers; of a sales manager if he is selling to retailers. The principle is the same in both cases. Its effect is to make the prospect feel that the salesman is looking out for the prospect's interest.

Any time a salesman thinks of his prospect only as a buyer he is limiting his own sales and building barriers around his possible growth.

The buyer's imagination and mind are necessarily negative and limited by thoughts of economy, cutting down on outgo.

But there is no limit to a seller's imagination. The man calling on retailers must get his story across in selling terms, ideas of more business.

### *"Business Promoters"—Not Truck Salesmen*

A. G. Bean, president of the White Motor Company, said recently in the *Red Barrel*:

"The true importance of highway transportation is not fully appreciated until we come to realize that twenty-five cents of every dollar we spend goes to pay the transportation cost of the things we buy.

"With this being true, you can readily see what an integral part of our economic structure trucks have become. At some time or other in the conversion of raw materials into the finished product, everything we eat, the clothes we wear, the necessities and comforts

of life, all ride on motor trucks. "And a good truck salesman is not merely an 'order taker' but a business promoter who sells his customer a transportation service which will make money for him and eventually liquidate the purchase price of the trucks."

Such is the basic responsibility of the right kind of a truck salesman, according to Mr. Bean, who goes further to say:

"A man buys a motor truck because it is a necessity, not a luxury, in his business; and unless it makes money for him it is uneconomical and a poor investment."

"For this reason the good truck salesman is in many respects a transportation engineer who carefully analyzes his prospect's hauling needs, and through surveys based on accurate engineering information is able correctly to fit the wheel to the load, giving to his customer the truck which can make most money for him."

The truck salesman for White, by studying the specific needs of each customer so that they can make money for him, are earning titles such as "business promoter," "sales specialist," "business consultant."

It will be seen that Mr. Bean is following right along in the philosophy urged by Crawford in Great Britain, used on my wife by the Electrolux man, worked by producers in scores of lines under 1933 low-pressure, go-giver standards.

### *Cannibalism in the Hen House*

Here is another incident about the go-giver type of selling, far removed from any of my previous incidents and yet vouched for by a prominent farmer, also an advertising man in his spare moments, who lives within twenty miles of Cincinnati. It has to do with something which I have never heard of before, namely, cannibalism among chickens.

It seems that when the thousand or more fuzzy, funny little chicks had arrived at the age when their feathers were beginning to come out, terrible battling broke out

among them. My informant, the former advertising man, was called up at his office, told to dash home as quickly as he could because his chickens were all killing each other. He called up several of his neighbors, also in the chicken business, none of whom could help him. He called up a county agent who was also at a loss to reply constructively to his rather incoherent request for immediate help.

### *Help from Eighteen Miles Away*

Finally he thought of calling up the office of a manufacturer of chicken feed who has a plant some eighteen miles from his farm. He got the sales manager of the company on the wire, explained his predicament and received an immediate answer. The only way to stop cannibalism among chicks, according to this man, was to get a certain type of paint and paint all the windows in the brooder house so that the young chicks couldn't see red any more.

So excited was my farmer friend that the sales manager for the feed company offered to get a sufficient amount of paint out to his farm within an hour. Almost as soon as the worried chick raiser arrived at his farm the paint was there, delivered by a salesman from eighteen miles away who also helped him paint the windows in the proper manner.

The amateur farmer tells me that within a few hours after that the chicks stopped eating each other up.

Let me digress for a moment before I tell you what that kind of selling did for the feed company and say that the explanation as given to me is this: When the little chicks see feathers growing on each other it is something new; they start to bite at the feathers, taste blood and then go berserk trying to annihilate each other. Here is the upshot of the story from the sales angle:

So pleased was my farmer friend that he asked the salesman to tell him what retailers he had in the locality, offered to buy his entire requirements of chicken

feed and other accessories for the next year from the concern and personally went out of his way to secure five new retail outlets for the company within the next few weeks.

There was another case of a go-giver accomplishing results that a go-getter would never secure, especially in days like these.

The problem, as it seems to me, for the individual salesman of 1933, is to obtain the go-giver attitude of mind. With too much of a desperate desire to get ahead, plus the anxiety to get commissions for bread and butter, such attainment is not easy and yet it is possible. Almost any salesman can get the desired state of mind which is strongly conducive to present-day success by mentally making a habit of declaring a desire to give the prospect a good buy because he should have it, deserves it and needs it.

The vice-president of a large insurance company who is in charge of sales tells me:

"I have known salesmen who held to this ideal of giving and of service even during the long months when they themselves were hard up, finding it difficult to keep well dressed and to meet their own home payments. The idea is workable by anyone as an idea and as a method.

"If a salesman will deliberately hold the go-give thought in mind he is assuredly more likely to be

successful with a prospect than if he keeps the go-get thought. This is plain common sense and not any hokus-pokus. The salesman need not, should not, *talk* service to the prospect but should merely hold the thought and show it in the way he makes presentations of whatever he may have to sell. A prospect who purchases upon the conviction that he is securing services that will be a benefit to him, who is pleased with the purchase, has a regard for the salesman and is willing to see him receive compensation for it."

The go-give idea in selling is particularly practical right now "because it is a moral principle to which most people in the world will always give respect."

I will add my testimony to that statement because after trying out her new Electrolux machine, friend wife called up no less than four friends of hers, gave her enthusiastic indorsement and mentioned the salesman's name who came in not to sell but to moth-proof a few rugs and by so doing made more sales than even he himself could ever have estimated he would in advance.

Surely the time of the go-giver has arrived in the land and the type of selling which he so successfully carries out can be applied to almost every article of merchandise whether it is being sold to consumers or to retailers for resale

### Kelly to Succeed Dingwall on "Town and Country"

A. M. Dingwall has resigned as advertising manager of *Town and Country* to become effective June 1. He has been associated with *Town and Country* over twenty-three years.

He will be succeeded by Joseph C. Kelly, New England manager, who has been affiliated with the organization for the past eleven years.

T. H. Masson, Jr., of the New York staff of *Home and Field*, has been appointed New England manager.

### With Harry Latz Service

Ray Billingham, for ten years with the Chilton Company, more recently in New England territory as representative of *Automotive Industries*, has joined the Harry Latz Service, Inc., New York, as vice-president and account executive.

### Audit Bureau Elects

#### D. P. Brother

D. P. Brother, vice-president of the Campbell-Ewald Company, Detroit advertising agency, was elected to the directorate of the Audit Bureau of Circulations at a meeting of the board, held in New York last week.

The directors adopted the new newspaper form and interim form, which have long been under discussion. The newspaper form is the one submitted to newspaper members of the Bureau for vote prior to the last convention. This and the interim form have been subjected to some revision in phraseology since that time.

### Newton Meter to Cabot

The Newton Meter Company, Newton Lower Falls, Mass., has appointed Harold Cabot & Company, Inc., Boston, as advertising counsel.

# Every Year for Three Years—and One Month—

The Weekly Kansas City  
Star has carried more ad-  
vertising than any other  
farm paper in its territory.

**In January 1933--**

The Advertising Record Company, an inde-  
pendent auditing company, reports as follows:

## KANSAS

Lines

The Weekly Kansas City Star (Kansas edition, 4 issues) .....	20,971
Kansas Farmer (2 issues) .....	5,126

## MISSOURI

The Weekly Kansas City Star (Mis- souri edition, 4 issues) .....	20,786
Missouri Ruralist (2 issues) .....	3,758

## OKLAHOMA


The Weekly Kansas City Star (Okla- homa-Arkansas edition, 4 issues) ..	20,542
Oklahoma Farmer and Stockman (2 issues) .....	6,766

Note that The Weekly Kansas City Star  
in each of its editions carried more  
advertising than *all three* other farm  
papers combined.

# The Weekly Kansas City Star.

**Largest Weekly Farm Circulation in America**  
**Lowest Advertising Rate of all Farm Papers**

**OUR HAND**



**HAS NEVER LOST ITS SKILL**

*Schaefer*

**... THE OLDEST**

**LAGER BEER BREWERY IN THE U.S.A.**



**"SCHAEFER** certainly found a way to feature their brew six months before the 3.2 date, with those posters. *Who's their advertising agency?"*

**"BBDO."**

**BATTEN, BARTON, DURSTINE & OSBORN, Incorporated, ADVERTISING**  
 NEW YORK • CHICAGO • BOSTON • BUFFALO • PITTSBURGH • MINNEAPOLIS • KANSAS CITY

# How to Get More Sales Out of Fewer Accounts

This Advertiser Concentrates on 10,000 Major Accounts, and 6,000 Accept Special Plan Which Jumps Volume

By Lewis Stephenson

**I**N the April 13 issue of **PRINTERS' INK**, under the title, "How 17,000 Small Accounts Were Made Profitable," I related how a firm with which I am acquainted had, after studying its dealer situation, worked out a plan for covering its smaller accounts by mail, thus leaving its sales force with more time to concentrate on their larger and more important accounts.

To those readers who may have been interested in this story, I address this second article, which tells briefly how this same firm did an intensive personal selling job on a selected list of its largest accounts.

In the previous article it was pointed out that of the 29,000 accounts then on this company's books, 17,000 were found by analysis to be purchasing less than \$100 worth of this particular company's merchandise yearly. It is easy to see therefore that by far the largest percentage of the company's total business comes from the remaining 12,000 accounts. In fact, about 80 per cent of the company's business is done with approximately 10,000 dealers or about 35 per cent of the total list.

Since the mail-order idea was working out well with the smaller dealers and in practice had been found to be adaptable to a lot of dealers whose purchases were running into somewhat larger figures, it was decided to make a special study of the 10,000 best accounts, and to develop a sales and merchandising plan that would help these better dealers materially to increase their sales of this company's products.

Bearing in mind that the business done among these 10,000 dealers represented almost 80 per cent of the company's total sales volume and that their individual purchases

were running from around \$1,000 annually up to \$50,000 or \$60,000, it was immediately evident that if these individual sales could be boosted by 10 or 12 per cent the total volume would be increased considerably.

A special analysis of these 10,000 accounts was therefore made. This analysis was extremely thorough and complete. Their purchases of the company's product over a period of years were carefully studied to determine the extent to which they are pushing high-grade merchandise as against the cheaper numbers. Their policies as to price maintenance were also considered. Management policies, personnel, store location, the conditions of business in their respective cities and towns—all were weighed carefully before any announcement of the new plan was made.

Incidentally, it may be recalled that in the previous article, I described the system of cards on which most of this information had already been assembled by the company's home office.

## *List Refined by Further Elimination*

As a result of the analysis it was found necessary to eliminate a thousand or twelve hundred dealers from consideration for one cause or another—a falling off of purchases, an increasing tendency to cut prices, temporary inability to discount bills and other similar reasons. Naturally, these dealers, though ruled out from consideration in connection with this particular proposition, were kept on the company's books and were called upon as usual by the salesmen.

Now with almost 9,000 A-1 dealers selected as to general qualifica-

tions, it was next in order to find out how many of these would accept the plan and agree to fulfil the requirements which the company was preparing to set up.

During the several weeks through which the dealer analysis had been going on, the company's advertising department had also been decidedly busy. First, two complete advertising campaigns—one featuring the spring line and one, the fall line—were developed. These included large space in newspapers and magazines, window and store displays, posters and consumer mail material, all built around one central sales feature.

### *Displays Carefully Chosen*

In connection with these displays and the other point-of-sale advertising, I might mention that these were not the ordinary lithographed or printed product that we see every day. They were all the smartest and at the same time the most dignified that could be secured. For after all, a large number of the stores to which this material would be offered were of the highest class department type, which will not ordinarily use manufacturer's advertising of any description.

As soon as all of these various forms of advertising had been worked up to the finished layout and copy stage, a meeting of the company's branch managers was held and the detailed plan was presented to them. In describing the plan it was pointed out that the manufacturer naturally expected to carry the greater part of the load in developing the increased business which it was felt this idea would produce. The national advertising, the expense of preparing the necessary sales helps and, in fact, the whole responsibility of the general advertising was to be assumed by the manufacturer.

On the other hand, feeling that they were offering the dealer a valuable franchise and a beautiful opportunity to increase his individual sales, the company set up certain requirements which the dealer had to meet if he wished to

participate in the suggested plan.

These requirements were set up under nine main headings as follows:

1. The dealer must have a satisfactory credit rating and his record for discounting the company's bills must be a good one.

2. His store must be of a high type and in a location where the better class of people do their shopping.

3. He must be the type of dealer who uses modern merchandising methods; who sells his merchandise at a profit and who avoids, so far as possible, price-cutting competition.

4. His business generally must be on first-line merchandise. Naturally every store has to carry a certain amount of "price" merchandise, but in order to get in on this campaign the dealer must have a record for doing the greatest proportion of his business on high quality products.

5. The dealer must agree to place at least 70 per cent of his orders in their particular line of products with this company.

6. The dealer must agree to do a certain amount of local advertising to back up the national campaign.

7. He must agree to tie-in definitely with the general merchandising plan; to use the display material and other forms of advertising supplied by the manufacturer.

8. He must agree to devote a certain amount of window space to the product in its selling seasons.

9. He must agree to do some outside selling among organizations and special groups who are in position to use quantities of the product made by this manufacturer.

The foregoing may, at first glance, appear to be a pretty stiff set of requirements to put to a group of retail dealers, especially in times like these. In a way it was and that was just what the company had in mind. It figured that whatever value the plan contained could only be secured by making the dealers do their part to insure its success.

At the same time, however, a

close examination of these points shows that it really did not ask the dealer to do much more than good merchandising sense would ordinarily dictate.

Almost without exception the branch managers welcomed the idea, their feeling being that it would give their men a new approach to these larger accounts. The salesmen, too, when informed of the idea, were delighted and went at the selling of it with real enthusiasm.

The buyers and merchandise people of these big stores, ordinarily pretty hard-boiled citizens, also sensed the possibility of tying up to an idea like this, particularly when they were made to realize that they were getting more or less of an exclusive deal. To be sure

a lot of the dealers approached on the proposition objected to this point or that and balked at taking it on. It was gratifying, however, to see how many accepted the idea and went along with it 100 per cent. Altogether about 6,000 of the best dealers were eventually lined up.

As a result of this plan and the intensive selling that was put behind it by both the manufacturer and these selected dealers, sales were increased in practically every store where it was used. So well did it go over that the same plan has been put into effect this year, and while it is as yet too early to report any definite results, advance sales of the merchandise under discussion are showing gains over last year.



### "Thomas' Register" Extends Its Service

"Thomas' Register," New York, has set up an equipment news division to edit and publish a new monthly publication, *Industrial Equipment News*, described as "an informative service for plant operating men and others interested in new and improved industrial equipment parts and materials."

Manufacturers of industrial products are invited to submit, without cost, descriptions of their new developments, publication of which constitutes the basic editorial purpose of *Industrial Equipment News*. "Thomas' Register's" master list of leading American manufacturers will be the basis of its distribution.

W. E. Iris, formerly with *American Machinist* and *Product Engineering* and with fifteen years of manufacturing plant experience, is editor.

F. Morse Smith is manager of *Industrial Equipment News*, having spent the last ten years with *Factory Magazine*, both with the A. W. Shaw Company and, later, with the McGraw-Hill Publishing Company.

Offices are at 461 Eighth Avenue, New York.

### Miller Leaves AGMA

Robert F. Miller, executive vice-president of the Associated Grocery Manufacturers of America, has resigned to become president of the United States Travel Association, Chicago. He was previously with the Curtis Publishing Company and N. W. Ayer & Son, Inc.

### "Metals & Alloys" Moves

The editorial and circulation departments of *Metals & Alloys* are being moved from Pittsburgh to New York, effective May 15, where the advertising department is now located.

### H. W. Alexander Directs Type Sales

Harry W. Alexander has been made general sales manager and assistant to the president of the American Type Founders Company, Jersey City, N. J. Previously there has been no general sales department of the company, each of the thirty-five branches acting practically independently of the other and the managers reporting directly to the president. For the last seven years Mr. Alexander has maintained his own offices as a sales consultant. His associates will carry on his business while he devotes practically all of his time to his new duties.

### General Motors Expands Aviation Interests

The General Motors Corporation, has become the dominating factor in North American Aviation, Inc., and its wholly owned subsidiaries—General Aviation Manufacturing Corporation, B/J Aircraft Corporation and Eastern Air Transport, Inc.

North American Aviation, Inc., also has substantial interests in the Douglas Aircraft Company, Inc., Western Air Express Corporation, and Transcontinental Air Transport, Inc.

The latter two companies each hold a 47½ per cent interest in Transcontinental and Western Air, Inc.

### With Freeze-Vogel-Crawford

Clarence F. Schilke has been appointed production manager of Freeze-Vogel-Crawford, Inc., Milwaukee. He held the same position for four years prior to 1931. During the last two years he was production manager of the E. F. Schmidt Company, printing.

# CONSTANT PROGRESS

marks the advertising record of the evening Sun-Telegraph in Pittsburgh.

Only **resultful** advertising could account for it!

Note carefully the following percentage gains in field since first quarter 1929 as compared with first quarter 1933

## SUN-TELEGRAPH EVENING FIELD

CLASSIFICATION	% GAIN IN FIELD
Retail Display	5.4
Department Stores	2.7
Chain Grocery Stores	25.8
Clothing Stores	21.3
Elec. Appliances & Supplies	13.5
Toilet Goods & Beauty Shops	42.9
Miscellaneous	31.2
Total Display	5.8

(Figures by Media Records, Inc.)

The unquestioned advertising leadership of the Sunday Sun-Telegraph is shown by the following facts.

During the first quarter of 1933 the Sunday Sun-Telegraph published **40.4% MORE** Total Display Advertising than the total of its competitor, improving its position in the field by a gain of 8.2% over first quarter 1929.

The Sunday Sun-Telegraph sells over **75,000 MORE** Net Paid Copies every week than its competitor.

THE PITTSBURGH  
**SUN-TELEGRAPH**

NATIONALLY REPRESENTED BY  
**PAUL BLOCK AND ASSOCIATES**

# Making the Star Salesman into a Junior Executive

This Plan Recognizes Unusual Ability with a Title and Encourages Ideas from the Field

**I**N banks they reward the man whose work merits special mention by making him a vice-president. On the average sales force, however, about the only reward the star salesman gets is, "Bill, he's a good guy."

On every sales force worthy of the name there are at least several salesmen who do much more than a good selling job. They are always on the lookout for suggestions to pass on to the home office and plenty of well-thought-of sales managers have ridden to success on the shoulders of subordinates on the road.

A good sales executive, indeed, prides himself on his ability to develop men who perform some of the functions of junior executives. There is a growing belief that these men merit some further recognition beyond that of the extra dollars that they get in their checks.

For that reason a plan introduced this year by the Phoenix Mutual Life Insurance Company, while in detail it is adapted specifically to a single field, offers an excellent basic plan which can be worked out on any sales force of any size.

The attitude of the company is well expressed by the following quotation from a book describing its plan:

"Men come into the life insurance business and from year to year increase their ability and their production. Their responsibilities to their clients continually grow.

"Within themselves, and through their immediate associates in the business, it is recognized that they are making very definite progress. But their clients, and those with whom they come in contact outside the business, still have no measure of the degree of success to which they have attained. This is so, principally because there has

been no official recognition of that degree."

This throws the spot-light on one of the chief advantages of the company's plan; that is, a definite recognition of meritorious service which not only pats the salesman on the back but also puts him in a position where he can go to his customers and prospects backed by the extra weight that a title will give him.

## *Salesman Can Be Interpreter*

In outlining the plan to its men the company points out that the salesman who is daily contacting prospects and policyholders is in a strategic position to interpret their viewpoint to the home office. He can tell what sales appeals are proving most effective, what contracts are most effective, can offer an intimate close-up of the problems in connection with loans and lapsation and can determine the reactions of his clients to the competition sometimes met.

Drop out the terms that apply particularly to the insurance field and these qualifications fit many salesmen like a glove.

As a result, the company has set up what is called the President's Field Staff, men charged with the responsibility of observing what ideas are proving successful in their own experience and that of their associates and to call them to the attention of the home office.

An idea of general interest submitted by one member of the Field Staff can then be relayed from the home office to all others on the staff. Because these others represent a select group from all parts of the country, a valuable contribution can be secured from their reports which, in turn, can be made available to the whole organization.

In addition, the company believes

that certain home office plans can be referred to this Field Staff to secure its viewpoint. In this way the company is recognizing the merits of its star salesmen and is giving them a place in the formation of policies which they themselves later will have to execute.

Appointments to the staff are regulated by certain definite production standards. In order, however, to have a truly representative group, appointments, based on production, will be made from among first year men, second year men, third year men and so on.

Increasing production goals are set in proportion to a man's length of service because the greater a man's experience the larger should be the minimum production required for him to qualify.

All men appointed to the field staff are given a lapel emblem which, says the company, is presented to him, "not only to confer honor on its wearer, but to continually suggest to him, and to his associates, that they discuss points of general interest, which may in turn be passed on to others on the staff, and then finally to the whole field."

The lapel emblem may be worn only in the year succeeding that in which it is won, thus making appointment to the Field Staff an honor which must be fought for continually if it is to be retained.

The titles given the men are as follows: Member, President's Field

Staff; Senior Member, President's Field Staff; Field Staff Associate; Field Staff Executive.

The company says, "naturally there is no difference, insofar as functions are concerned, between the several designations.

"The duties of the Field Staff Executive, for instance, are the same as those of the regular representative. This is true with many other business situations. In banking, the Assistant Trust Officer, for instance, may perform the same functions as the Trust Officer, but increased importance is laid on the opinion of the higher officer and his judgment commands greater confidence.

"Accordingly, in our own organization these designations will be conferred as evidence of the degree of a man's ability, expressed through his production; and of his experience, as reflected in his length of service.

"Each designation has been created to carry in itself a recognition of responsibility higher than that of the one preceding. Granted by the home office, they are not designed to fall in the class of sales designations such as 'Estate Analyst,' etc., but to be recognized by a client as not self-assumed, and therefore, an evidence that the man with whom he is dealing has received official recognition of his ability, and merits confidence."

Below is printed a table of requirements for titular designations

Calendar Year of Contract	Number Years Used to Secure Average Production	Average Premiums \$5,000	Average Premiums \$6,500	Average Premiums \$8,000	Average Premiums \$10,000
1st	—	Appointments Made Only Beyond First Year			—
2nd	Current year and the year preceding	Member	Member	Senior Member	Senior Member
3rd	"	Member	Senior Member	Senior Member	Field Staff Associate
4th	Current year and two years preceding	Senior Member	Senior Member	Field Staff Associate	Field Staff Executive
5th & beyond	"	—	Field Staff Associate	Field Staff Executive	Field Staff Executive

and Field Staff Membership. This table is easily adaptable to other lines of business.

In order that the men will get concrete rewards for their extra efforts the company has given them certain special privileges in the form of extra direct-mail help for which they do not have to pay as do the regular agents.

The company's agents are divided into eight different contract year groups and the leading appointee of each of the eight groups will be designated as a key man, and will receive as an emblem of his achievement a President's Council Key to wear on his watch chain. Early in 1934 an invitation will be extended to each of these key men, with the exception of the one-year group, to visit the home office as guests of the company for a two-day council on field problems.

Herbert C. Skiff, agency secretary of the company, says, "Provisional appointments have been made to this staff for 1933 and it will not be until the end of the year that we have any permanent appointments. A provisional idea was worked out in order to give a basis for promoting the thing during the first year it was running.

"The reception given the plan by the men in our organization has been more enthusiastic, we believe, than that accorded any similar sales promotion idea we have ever put forth. The provisional members have been helpful to us in offering suggestions on three different concrete problems and the men have enthusiastically accepted the privilege of wearing the insignia of the organization which has not always been the case in the past."

### Advanced by Sparks-Withington

Consolidating all advertising and promotional activity into one department, the Sparks-Withington Company, Jackson, Mich., has appointed Guy C. Core as advertising director. He has headed the advertising department of the electrical refrigerator division. The new activity will include all advertising for the entire line of radios, electrical horns and refrigerators.

### To Get Craddock-Terry Account

Effective in the fall, Hanff-Metzger, Inc., New York, has been appointed to direct the advertising of the Craddock-Terry Company, Lynchburg, Va., covering its Arch Type shoes for women, Billiken shoes for children, Bob Smart shoes for men and its general line shoes.

### Expands Seasoning Campaign

The 1933 advertising campaign on Old Plantation Seasoning, made by the A. C. Legg Packing Company, Birmingham, Ala., will be broadened to include women's magazines, as well as the farm papers used previously. In the women's magazines, a household package of blended pork sausage seasoning will be featured.

### Florida Paper Appoints

J. M. Elliott has been appointed acting business manager of the Jacksonville *Florida Times-Union*. The appointment fills the vacancy created by the death of W. A. Elliott, for many years business manager.

### Direct Mail Group Appoints Hoke Executive Manager

Henry Hoke has been appointed executive manager of the Direct Mail Advertising Association, with headquarters at 13 West 23rd Street, New York. For the last four years he has been business manager and editorial writer for *Postage and the Mailbag*. Mr. Hoke was general chairman, last year, of the association's convention, held in New York.

### L. H. Green Has Own Service

Louis Harrison Green, recently with the Ethridge Company, New York, as production manager and as an art director, has started his own art and photographing service at 22 West 30th Street, New York. He had been with Ethridge ten years.

### Joins "Automobile Digest"

Robert F. Chapman, who has been with various divisions of the automotive industry, has joined *Automobile Digest*, Cincinnati, as Eastern advertising manager, with headquarters at New York.

### Art Director for Rossiter

Ralph Rossiter, Inc., New York advertising agency, has appointed Paderewski to direct its art department. He was formerly an art director at Paris-Burnham, New York.

### Represents "Dixie Business"

*Dixie Business*, Atlanta, has appointed Victor R. Van Wagner, as New York manager. R. Fred Lee is now advertising manager of the publication.



# A SOCK WORTH \$52,000 A YEAR!

The N. Y. Yankees pay the mighty Babe the highest salary in baseball. Why? Because they know that though 9 men make a ball team it takes the popularity and hitting ability of a Ruth to jam the stands with cash customers.

The same logic can be applied to advertising in northern California. Possibly you may need more than one medium on your team but if you want to "jam the stands" you need the San Francisco Examiner! The Examiner has the popularity with mass and class—the appeal to youth and age—the hitting power to drive your message home and sell your products that unquestionably makes it the "Babe Ruth" of newspapers in this market.

HOW WILL YOU KNOW THE COAST

# SAN FRANCISCO EXAMINER

REPRESENTED NATIONALLY BY THE RODNEY E. BOONE ORGANIZATION

## Brings Product into Spotlight with Package Change

**PACIFIC COAST BRANDS** are packers of fruit salad and California fruits in pure bonded Government wine, spiced wine products and straight sugar syrup fruits.

A few years ago, when the wine products were added to the line, the company carried over the same type of label that it had been using on sugar products and expected that the trade name would also carry a public buying favor with the wine products.

After a year's try-out the company uncovered an unusual reaction on the part of both the public and the retailer. After the goods had been on the shelf a short time, it found that the grocer invariably put the wine products in with the fruits and vegetables of the ordinary pack.

The company tried all sorts of devices to get the retailer to keep these products with imported or high-grade domestic goods but found that the goods inevitably wandered back to the shelf with the fruits and vegetables.

This was undesirable on account of the size of the can and also the price when compared with plain sugar fruit products.

### **Lifting It Above Ordinary Canned Goods**

After considerable investigation the company reached the conclusion that it had to do something with the container that would give it the shelf appearance which would make it out of place with ordinary canned goods and cause the retailer automatically to place it where it would sell best.

An unusual can design was out of the question, due to cost and plant equipment, nor did the company feel that the desired result could be obtained by an unusual label, since there were all colors of designs and labels being used on regular canned fruit and vegetable products.

After canvassing the situation

thoroughly the company decided that the only solution was to develop the appearance of the can so that it would give the impression of being a high-grade specialty product. This was finally done by



the use of colored transparent cellulose wrappers.

The company decided to use a different color wrapper on each product so that both the plant and the retailer could sort and keep in its proper place each variety. Under the wrapping, however, was the same label, in black and white, on all the various lines, which gave a uniform trade-name appearance to the cans.

Once the new wrapping was put into effect the company found that its purpose had been accomplished. A large majority of the dealers now shelve these special products with imported goods and sales have been kept up without the cutting of prices or any other change in merchandising or sales methods.

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## Sound Selling Policy Is Often a Forgotten Asset

As a Strong Advertising Theme It Should Take Second Place Only to  
Quality of Merchandise

By D. W. Northup

President, The Henry G. Thompson & Son Company

**I**N the desire of manufacturers to stress the quality of their products they often neglect to mention the merits of their sales policies. Manufacturers advertise and distributors demand full knowledge of the advantages of the producers' merchandise.

Distributors should demand that manufacturers' sales policies be publicly announced and be as good as their products. Distributors should also demand that the home office of the seller make a definite statement over the signature of an officer of the company, stating their sales policies and guaranteeing strict adherence thereto.

These statements of policy should be clear, concise and disavow all unsound practices. Distributors should carefully scrutinize them to be sure that they are duly protected against all unfair practices and that these statements are not merely a collection of meaningless words.

Some of the most destructive practices are: Secret rebates, allowances, concessions, incorrect billing; selling factory brand quality as special or private brands to certain distributors or through certain channels of distribution at prices lower than the factory brand is sold to established distributors; and selling a special grade of merchandise in one channel of distribution without offering the same quality at equal prices in all channels of distribution. Methods of this character are invariably based on secrecy and secrecy is presumptive evidence of an unsound policy.

Other destructive practices of manufacturers are: Competing with distributors by direct selling

at unfair prices; filling orders from non-stock carrying distributors without protection for established distributors; and selling in territories where representation has not been established, at prices less than manufacturers' published resale schedule.

The distributor's greatest competitor is not always the competing distributor; it is often the manufacturer, who in whole or in part sells direct at prices with which distributors cannot compete.

### *Affects the Whole Industry*

Direct selling imposes a strain on the profit structure of an industry. Direct sales are invariably made at prices low enough to take the business away from the local distributor. That distributor, in an endeavor to meet the low-price competition of direct selling, often tries to prevail upon his source of supply for lower prices to meet this competition. This usually results in the general reduction of prices to distributors, which, in turn, means reduced profit to the offending manufacturer himself, the distributor, and the competing manufacturers in the industry.

Distributors should not permit these practices to continue. When a manufacturer's policies are unsound and detrimental distributors should retaliate by vigorously opposing the offending manufacturer.

In prosperity, some manufacturers market their products direct, either wholly or partially; but in times like the present, they should have learned that the distributors are an economical means of distribution, as well as a necessity for giving prompt service.

In prosperity, in some cases at

Portion of an article from *Mill Supplies*, reprinted by special permission.

least, distributors feared the loss of a good line if they objected to a manufacturer's sales policy, but today it is the manufacturer who is afraid of losing a good distributor. Here then lies the power of distributors. United in purpose they can successfully resist the few manufacturers who use unsound and unfair practices. Action by distributors will protect their interests and increase their own profits.

Recently distributors have learned that manufacturers cannot retain unsound policies when distributors oppose them. In several cases manufacturers have been compelled by pressure from distributors to change their policies almost over night.

Distributors should never fail actively and forcefully to combat manufacturers' unsound methods in other territories as well as in their own. A manufacturer may institute an unsound policy in one territory or with one item in his line, and if it is not stopped at the point of origin it may spread into other territories or into other of his lines.

Supporting a distributor's cause in an outside territory will build distributor good-will for assistance in the local territory if reciprocity is necessary. If protests are of no immediate avail the discontinuing

of the offending manufacturer's lines by some of the more important distributors will have a far-reaching effect on that manufacturer and on other manufacturers when this action becomes known.

To prevent the destruction of profits, upon the establishment of fact, distributors should give publicity to the offending manufacturer's unsound policies. Manufacturers should likewise give publicity to unsound practices rather than to meet blindly this form of competition with an equally unsound policy or an equally low price.

Much good can be accomplished if distributors, their associations and trade journals will spread continuously propaganda to urge distributors to act individually and vigorously protest to the offending manufacturers against unfair practices.

Distributors' publications can help immeasurably publishing the name of the offending manufacturer and the actual facts concerning the unfair practice.

High prices contribute to prosperity; low prices prevail during depression. Therefore, it is to the interest of both distributors and manufacturers to work continually for a stable market at reasonably high prices.

### Montgomery Ward Elects

Raymond H. Fogler, vice-president in charge of mail order and retail operations of Montgomery Ward & Company, has been elected a director. Robert G. Baer, treasurer, has also been elected a director.

Frank M. Folsom, recently appointed general merchandise manager, has been elected a vice-president. Stuart B. Ball has been named to succeed Thomas P. Riordan, resigned, as secretary.

Abbott D. Churbuck has been elected to the newly created office of assistant treasurer and secretary.

### Advertises Bremen Beer

Rapken & Company, Ltd., San Francisco and New York, exclusive United States agents for Lloyd's Beer of Bremen, has appointed Emil Brisacher and Staff, San Francisco, to direct the advertising of that product. Magazine, newspaper and business-paper advertising is being used. This agency is also handling the advertising of Tennent's Beer of Glasgow.

### Acquires Smithfield Ham

The Bahama Isles Foods Corporation, recently organized to manufacture and market food products from the Bahama Conch, has acquired a 51 per cent interest in the Smithfield Ham & Products Company, Inc., Smithfield, Va. E. E. Taylor, president of Bahama Isles Foods Corporation, becomes president of the Smithfield company, which will continue under the direction of J. C. Sprigg, Jr., vice-president, now on the Bahama Isles directorate.

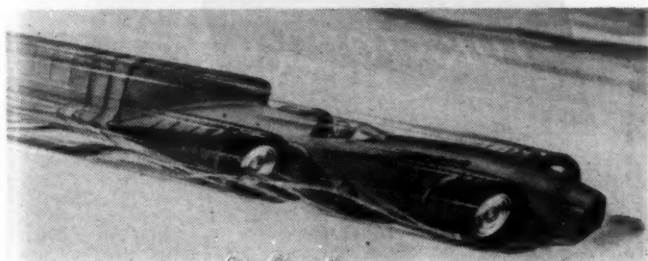
### With Gates Rubber

Leon Seelig, for seven years with the Kansas City office of the Potts-Turnbull Advertising Company, has joined the advertising staff of the Gates Rubber Company, Denver, Colo.

### Appoints Campbell-Sanford

The Wizard Products Company, Cleveland, has placed its advertising account with the Campbell-Sanford Advertising Company, of that city.

# CHAMPIONS!



## 272 Miles an Hour Makes a Champion, But It's Tough on Stomach, He Says

SKYROCKETING to dominance in the world of speed, Sir Malcolm Campbell of England on George Washington's birthday this year roared along the sands of Daytona Beach, Florida, in his streamlined Bluebird at an average of 272.108 miles an hour, the swiftest any human had ever moved upon the face of Mother Earth!

"I couldn't see, so great was the speed," he said afterward. "Once

I actually showed 333 miles an hour on the speedometer, but wheel 'spin-nage' cut that down. Several times I lost all sense of direction. I lived a thousand lives hurtling through space, and took a terrible physical beating. When one hits those beach bumps at a mile in 13.16 seconds he feels as though his stomach is no longer a part of him!"

It takes a champion to defeat such odds.

## ANOTHER CHAMPION:

The Los Angeles Examiner . . . a result-getting, profit-building, hard-hitting selling champion when the going is blackest and toughest. Examples? Here are a few in this small space: L. A. Investment Co. sells exclusively through The Examiner, \$35,500 worth of homes and lots at a cost of .57 of 1% . . . W. I. Hollingsworth, also exclusively Examiner, \$14,000 worth of the same with small ads costing .89 of 1% . . . Lambert & Wood, with 84-line copy, sold 24 out of 28 acre walnut farms with 5 insertions in The Examiner . . . Earle C. Anthony, a Packard ad, with many prospects using 8" space on the daily comic page.

**200,000 Daily**

**430,000 Sunday**

Greatest Home-Delivered Circulation in the West.

## LOS ANGELES EXAMINER

Represented Nationally by the RODNEY E. BOONE ORGANIZATION

New York  
Atlanta

Chicago  
Seattle  
Cleveland

Detroit  
Philadelphia  
San Francisco

Rochester  
Los Angeles  
Boston

# YORKTOWN

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1781. The war clouds are rising. The last powerful British army in America is at Yorktown. American and French troops converge suddenly from all directions. French ships block the entrance to Chesapeake Bay. Cornwallis surrenders. The War is over. Once again Washington, supreme strategist, chose a key objective, then massed his troops in a concentrated attack to win the

● The advertiser whose appropriation is reduced this year has one great advantage working in his favor: the American family has again become a group...thinking, planning, acting *together*.

This return to the increased effectiveness of AMERICAN ZINE as an advertisement. AMERICAN MAGAZINE is credited to the entire family.

# BATTLE OF 1933

& Brothers and  
Harper's Magazine



I SEE THE AMERICAN  
MAGAZINE HAS OUR  
HEAVIEST APPROPRIATION

YES — I BELIEVE IN CONCENTRATING WHERE IT DOES  
THE MOST GOOD...ON THE  
FAMILY AS A GROUP.

erful Br story repeats itself. Today in the final stages of our battle  
rench troo against depression, advertising appropriations must be made  
ships blo work harder than ever. Every dollar must do more than a  
ar is over. llar's worth of work. Here is the time for *strategy*. Choose  
those a key objective, the American family...then mass your forces  
ated att win this key objective in a *concentrated attack*.

return to increases the  
eness of AMERICAN MAGA-  
s an ad idium. For THE  
CAN MAG dited to appeal  
entire fa ures and holds

the family's interest by keeping in touch  
with changing conditions and interpreting  
the new circumstances under which people  
must live and work. There are more than  
1,800,000 of these AMERICAN MAGAZINE

SEE NEXT PAGE

(Continued from preceding page)

families . . . fathers, mothers, sons and daughters.

To reach each member of these families *individually*... and remember that no member of the family can be safely overlooked . . . would mean in many cases a hit and run job. That is why advertisers of 1933, who must make their advertising dollars go further than ever before, are concentrating on THE AMERICAN MAGAZINE.

**PUT THE AMERICAN MAGAZINE  
FIRST**

1933 business strategists have arrived at two definite conclusions on present day advertising:

- 1 The most profitable medium on any advertising list is that one which is most widely read by *the whole family*—father, mother, sons and daughters.
- 2 The American Magazine is more thoroughly read by all members of the family than any other magazine published.\*

\*Proved by scores of independent investigations. Data available on request.

*The* **American Magazine**  
*First with all the family*

THE CROWELL PUBLISHING COMPANY...NEW YORK

## Customer Writes Prospect in This Letter Campaign

His Letter Is Lengthy, Too, as Are the Others in Nunn, Bush & Weldon Series to Shoe Retailers

A SHOE dealer isn't much of a correspondent. He doesn't write much. He hasn't any reason to.

And so, when a shoe dealer gets a letter from *another* shoe dealer, even though he doesn't know the fellow at all, and it's a personal, intimate kind of letter, rather long and chatty, why then that shoe dealer is pretty likely to sit right down where he is—even if it's on a fitting stool—and start reading that letter.

Nice letterhead. Blue paper. The letter comes from a fellow named Small, who has a shoe store, it seems, in the Lamar Building, in Jackson, Miss. It's about the shoes of the Nunn, Bush & Weldon Co., of Milwaukee; and this fellow must like their shoes pretty well, because he has taken the trouble to write this letter and tell how well they've sold for him.

He seems to be pretty interested, because he says: "It seems that Mr. Bush has been writing to you and that you are skeptical as to the sales possibilities of the line. At least, it seems that you have never replied to his letters."

Yup. That's right. Mr. Bush has been writing. Well now, let's see what *this* fellow says. . . . Hm-m-m. This line does sound like a good proposition. Might try 'em on an order. It needn't be a big order, because, as they say, the Nunn, Bush & Weldon people don't ask a fellow to re-stock his store all in a bang. . . .

That blue letter from one shoe dealer to another is a link in a correspondence campaign that has been helping, mightily, in the sale of Nunn, Bush & Weldon shoes. Says Walter Fanning, the company's advertising manager:

"Perhaps in our letter-series as a whole there is much that can be criticized. But the letters do contain that 'me to you' quality that

reaches into the recipient's consciousness and produces the desired reaction. That has been proved by the flood of new accounts that have been opened in the last few months, as well as by many replies that denote ripening interest."

The campaign has sold merchandise in advance of salesmen's calls. It has broken the ice in many a spot that hitherto has been right chilly. It has demonstrated that the letter, or the letter campaign, that calls its shots and shoots carefully will register—and will produce business.

The Nunn, Bush & Weldon series, in which the dealer-to-dealer letter is the next-to-the-last, consists of six letters, each of which conforms to a word pattern, but each of which is individually typed; and each does shadow forth the quality of "me-to-you."

### *Leisurely but Not Wastefully*

Here is a letter-writing business concern that makes no fetish of brevity. No shoe salesman who drops in on a prospect or a customer speaks in lumps as if he were a telegram. He chats. Of course, he talks business all the time. But he doesn't sound as if he were an amplifier on a dictating machine, broadcasting words that someone, hundreds of miles away, has talked into him.

And so these letters, which seek to do what a salesman also seeks to do—sell goods—speak as man to man. They waste no words; yet they are leisurely. They seem to fear not at all that their recipients will not read them all the way through. They don't tell stories; they eschew the weather; and yet they are interesting.

Their respective lengths are as follows: No. 1, 1¾ pages; No. 2, 2½ pages; No. 3, 1½ pages; No. 4, 2½ pages; No. 5, (the dealer-to-

dealer letter) 1 $\frac{3}{4}$  pages; No. 6, 2 $\frac{1}{4}$  pages.

From the start, they reveal to every recipient that here are letters written by a man—they are signed, incidentally, by Vice-President A. W. Bush—who knows something about the man to whom he is writing.

Thus, letter No. 1 opens so:

"We have our eyes on you here at Nunn-Bush. We want you to feature Nunn-Bush Ankle-Fashioned Oxfords there at (naming the prospect's address). The present Nunn-Bush price range of \$5 to \$9 (a few at \$10) has made the Nunn-Bush franchise exceedingly valuable; and we are approaching you with a sincere conviction that you will better yourself by taking on the Nunn-Bush line. Besides, Mr. (name of sales representative) tells me that your store is particularly well qualified to reap the full benefits of a connection with Nunn-Bush, and I am very much interested in seeing such a connection made."

Next a paragraph about the line's shoe-value. Then this:

"Now here is the point. We know that we can, and we are determined that we will sell Nunn-Bush shoes to a good percentage of the male population in (name of the dealer's town). We want to see that business go through your store. We are frank to say that we think you can develop it to greater proportions than would be possible if we were to make other arrangements."

Then follow five paragraphs to cover these points: If the dealer takes on the company's line of shoes he will experience little disturbance in his normal routine, or his average investment. He will reap advantages from the company's in-stock service. He will be selling shoes of high quality, well advertised. He will benefit by selling a shoe that has increased Nunn-Bush sales over wide areas—the ankle-fashioned oxfords. He will be offering high quality at moderate price. Then, these paragraphs at the end:

"Think the matter over and then give me the courtesy of a reply during the next couple of days, will you? If it is agreeable to you, I would like to have your permission to ask Mr. (name of salesman) to call and talk the proposition over with you.

"We are determined to sell a good volume of Nunn-Bush shoes in (name of dealer's town) and it will be better for both of us that you profit from them instead of having to compete with them. It will mean increased business for you and for us."

Letter No. 2, which encloses a booklet, starts thus:

"I had hoped to hear from you in response to my recent letter. We expect, as I told you, to put Nunn-Bush shoes on the feet of a good many men in (name of dealer's town) and we are sincere in wanting to do it through your store."

The letter speaks again of quality.

"Will you do us a favor? Read over the booklet, 'The Shoes That You Sell,' a copy of which we enclose with this letter. It recounts some of the extra operations and advantages built into Nunn-Bush shoes. We want you to be convinced that what we say about the unusualness of Nunn-Bush quality is really true."

The letter goes on:

"We wish you could see our factory here in Milwaukee. We wish you could see these shoes being made. Then you'd not postpone taking on our line.

"We want and prefer to do business with you, yet to protect our own interests we must make arrangements for a new outlet in (dealer's town) soon. Can't we get together now?

"Let us have the pleasure of hearing from you, won't you?

"P. S. A sure way to be convinced of the noticeable superiority of Nunn-Bush quality is to order a pair of Nunn-Bush Ankle-Fashioned Oxfords for yourself. When they arrive, compare them point for point with the shoes you now sell—then put them on and wear them. You

will agree with us, I know, when we say that you can *see* and *feel* the difference. And you will realize the importance of letting your customers *see* and *feel* the difference, too."

Letter No. 3 discusses sales of the company's shoes generally. It invites comparisons of values. It touches on the loyalty of men to stores that "treat them unusually well." It repeats the request for permission to have a salesman make a call.

Letter No. 4 explains that Mr. Bush has been writing, personally, because "we want you with us—both because you are operating the kind of store we like to have associated with us and because we know our shoes will help you to do a bigger men's business than you are doing now." It explains that the merchant may turn to the Nunn-Bush line gradually, and it expands that thought. "You need Nunn-Bush shoes, Mr. (dealer's name). Let's start working together right now to build up your men's shoe business to the highest point it has ever been. . . . You didn't answer my previous letters. Surely, I may expect to hear from you now."

Letter No. 5—the dealer-to-dealer letter, written to a form, and signed and mailed by a satisfied customer—reads, in full, as follows:

"Dear Mr. —: Mr. A. W. Bush, vice-president of Nunn, Bush & Weldon Shoe Company, Milwaukee, knowing that I am merchandising Nunn-Bush shoes in a profitable way, asked me to drop you a note, telling you of our experience. It seems that Mr. Bush has been writing to you and that you are skeptical as to the sales possibilities of the line. At least it seems that you have never replied to his letters.

"I am glad to do Mr. Bush this favor because I am honestly enthusiastic about Nunn-Bush quality and know the money-making possibilities of Nunn-Bush shoes.

"We came to the conclusion a long time ago that in the final analysis our success depends on what our customers think of the shoes we sell. We determined to give them the very best values we

could find. Not until we took on Nunn-Bush shoes did we enjoy the high percentage of 'repeat' sales that comes to us now. It proves that our conclusion was right.

"Nunn-Bush quality is all that Nunn-Bush claims it to be. The shoes fit so well and set so comfortably on the foot that they must be made with an unusual degree of care on lasts and patterns thoughtfully designed for maximum comfort and a custom-made appearance.

"When Nunn-Bush announced prices of \$5 to \$9 for most styles for the same fine quality formerly sold at \$8.50 to \$12.50, our enthusiasm was unbounded. Our experience was just like that of Nunn-Bush. The new price line-up proved to be a bigger winner than ever, and we enjoyed a nice increase in sales. In spite of general conditions, we made a profit in 1932, and the Nunn-Bush in-stock service enabled us to secure an unusually fine rate of turnover.

"There is something about Nunn-Bush shoes that just naturally causes us to look upon them with admiration and respect. Because we feel that way about it, we sell confidently. We 'grade up' many sales from \$3.50 and \$4 to the Nunn-Bush \$5 and \$6 styles, knowing that when we do it we are doing our customers a favor. And, by the way, such selling confidence, coming from a definite knowledge that we are selling a very high quality product, means more than one would realize when selling at the fitting stool.

"I don't know what your present set-up is, of course, but I do know that if you will give Nunn-Bush shoes a trial and average your prices so as to make a good profit (they are *worth* more by comparison than any other line of high-grade shoes I have come in contact with during fifteen years of retail selling), you can depend on Nunn-Bush quality and fit to bring your customers back and I am sure you will find more pleasure and profit in your men's shoe business than you have ever found there before."

The sixth letter, a clincher, bristles with figures. It reveals that in 1932, thirty of the company's agencies increased by 137

# The NEW YORK WORLD-TELEGRAM

is a

## SCRIPPS-HOWARD NEWSPAPER

Other Scripps-Howard Newspapers are

The Cleveland Press

The Baltimore Post

The Pittsburgh Press

The San Francisco News

The Washington News

The Buffalo Times

The Indianapolis Times

The Rocky Mountain News,  
Denver, Col.

The Toledo News-Bee

The Columbus Citizen

The Akron Times-Press

The Cincinnati Post

The Kentucky Post

Kentucky Edition of Cincinnati Post

The Birmingham Post

The Memphis  
Press-Scimitar

The Houston Press

The Youngstown  
Telegram

The Fort Worth Press

The Knoxville  
News-Sentinel

The El Paso Herald-Post

The San Diego Sun

The Evansville Press

The Albuquerque  
Tribune

The Oklahoma News  
Oklahoma City



# The Pulitzer Prize in Journalism

## IS AWARDED TO THE

# NEW YORK WORLD-TELEGRAM

The World-Telegram's prize came, according to the citation, in recognition of four specific endeavors as well as its general service during the year. The jury's report follows:—

"Awarded to the New York World-Telegram for its wisely planned and judiciously conducted series of articles on veterans' relief, on the real estate bond evil, the campaign urging voters in the last New York municipal election to 'write in' the name of Joseph V. McKee, and the articles exposing the lottery schemes of various fraternal organizations.

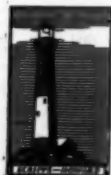
"Throughout the year 1932 the World-Telegram maintained its fire against what it considered were public evils. Its articles were calmly written. Their accuracy has not been questioned; their disinterestedness has been accepted."

## New York World-Telegram

A SCRIPPS-HOWARD NEWSPAPER

BY - OF - AND - FOR NEW YORKERS

MEMBER OF THE UNITED PRESS—THE ASSOCIATED PRESS—THE  
AUDIT BUREAU OF CIRCULATIONS AND MEDIA RECORDS, INC.



per cent. their "pairage" sales of Ankle-Fashioned Oxfords; and it lists the agencies, with their respective percentages.

"You can enjoy a similar increase there in (dealer's town)" it concludes, "if you will turn your size-

up orders over to the Nunn-Bush line. . . . If you are not securing a satisfactory volume and rate of turnover on your line of shoes at \$5 to \$9, by all means give yourself a 'new deal.' Nunn-Bush shoes will help you. Sincerely yours—"

+ + +

## After Ten Years

**DY-SECT**, a plant spray formerly manufactured by A. C. Horn Company, has not been on the market for some time. It is in that great class of discontinued products. Naturally the company has done no advertising for the item in recent years, nor is there any sales literature of any kind still available.

In spite of this, however, the company recently received a request from a woman in Sebastapol, Calif. It was in the form of a clipping of a Dy-Sect advertisement that was printed in a garden magazine ten years ago. The advertisement is reproduced in the opposite column.

This California woman desired the descriptive leaflet mentioned in the final paragraph of the advertisement. Presumably she also was interested in the name of the nearest Dy-Sect dealer.

Advertisers receive replies to old advertisements with surprising frequency, but seldom do requests come in for information on products that have been taken off the market and definitely discontinued.

This advertisement is an excellent example of the unexpected permanency of the good-will that is built by advertising over a period of years.



**KILL  
TOUGH BUGS  
ON TENDER BUDS  
WITH  
DY-SECT**

Spray your plants with **DY-SECT**. It kills the Rose-Bug, Aster Beetle, Aphis and most plant pests without harming the tenderest bud. Simply add water and spray.

The insects now eating your plants come from the soil. Saturate the top soil with **DY-SECT** diluted 150 to 1 and kill them before they come out. The larvae are soft,—easy and economical to kill.

*Send for our descriptive leaflet or the name of the nearest **DY-SECT** dealer.*

**A. C. HORN COMPANY**  
1215 Horn Bldg.  
Long Island City      New York

+ + +

### New Account to Harlan

The I. V. Sedler Company, Inc., Cincinnati, women's clothing, has appointed the Jesse R. Harlan Company, of that city, to direct its advertising account. Magazines will be used.

### Capelle with Perfection Stove

Oliver Capelle, formerly advertising manager of the Electric Vacuum Cleaner Company, Cleveland, has joined the advertising department of the Perfection Stove Company, that city.

### Appoints Johnson-Dallis

The Puritan Chemical Company, Atlanta, insecticides, has placed its advertising with the Johnson-Dallis Company, of that city. Newspapers and radio are being used.

### Leaves Buffalo "Times"

John Denison has resigned as advertising manager of the Buffalo *Times*. His duties are being performed, for the present, by S. S. Wallace, Jr., business manager.

# Your Business Depends On What Washington Does

**B**USINESS MEN are keeping their eyes on Washington as never before.

Every newspaper reports new moves, new proposals, new rumors. The newspapers cover completely the day to day developments. The news reviews summarize and condense. But business men must have interpretation and explanation before they can chart their courses.

No organization is so well informed on legislation affecting business as is the United States Chamber of Commerce. No organization is so close to authoritative sources. So, even more than ever before, business men turn to Nation's Business, the official publication of the United States Chamber.

Published almost across the street from the White House, Nation's Business always has been an interpreter of government to business and business to government. It is going steadily ahead with that job—sane, sure, experienced, authoritative.

This editorial vigor insures results for Nation's Business advertisers. No other publication is as widely read by business leaders.

## NATION'S BUSINESS

★ WASHINGTON ★

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More Than a Quarter-Million Net Paid Subscribers

---

E. V. THOMPSON  
Director of Advertising

850 Graybar Building  
New York City

# Overseas Partners: Their Place in American Exports

How Proper Co-operation with Distributors, Exerted Now, Can Bring Dividends When Things Get Better

ONE defect in the American export system, it seems, is the strange failure of manufacturers constructively to utilize the experience and knowledge of their foreign distributors—their “overseas partners,” as Mr. Johnston calls them in an address delivered last Thursday before the National Foreign Trade Convention at Pittsburgh. In the address which follows, he, speaking from the standpoint of an expert, shows how exporters have an unusually favorable opportunity now to correct this deficiency.

By Franklin Johnston

*Publisher, American Exporter*

DESPITE the great shrinkage of export trade in the last three years, there are certain manufacturers who have shown a volume of export far in excess of the general exportation in their particular industry.

These outstanding export successes have not as a rule been due to superiority of product or attractiveness of price. They have been due chiefly to the fact that the manufacturer had the best type of distributors in the key markets abroad, and knew how to co-operate with them in an intelligent and sympathetic manner in good times and bad.

The importing distributor is more than a customer; he is your partner.

Long contact with these overseas partners of yours has given me a tremendous respect for them. And a great deal of sympathy.

They are dealing in perilous stuff, what with time, distance, tariffs, exchange, not to mention revolutions, moratoriums, embargoes, and quotas, to all of which trials has recently been added the clamor of those who would make heroes of exporters, but public enemies of importers.

In good times your distributors abroad make a lot of money, but in difficult times they have to take a lot of punishment.

The exporting manufacturer who sympathetically keeps in mind the special problems which the importer must face, problems which distributors or other wholesale buyers in this country are immune from, (or rather have been up to now) is the manufacturer who makes a long-time profit from export.

He gets his share of the business in good times and a lot more than his share in bad times. I know of several cases where manufacturers' export position has actually been improved in the last three years although their domestic position has been reduced. I even know of a few cases of well-known names whose export business today is such a large share of their total sales that it would be almost libelous to disclose it.

And their export business is being secured at far less sales cost than domestic and at better prices.

No matter how a manufacturer rates in this country, his strength in any given market abroad is the strength of his distributor there. Why did one of America's least known cars rank third in Argentina and one selling far down the line here rank first in Rio de Janeiro? Why did a line of little known tires here

have 60% of all the business in a certain Central American market? Why did a radio line which was then the best seller in Brazil sell only two sets in the same year in Argentina? The answer in every case is found in the local distributor.

The average importer may be said to be a cosmopolitan man of the world living in a small town. He knows a lot more about economics than the American distributor; yet is surrounded by the gossip of a small town. Everybody knows everybody else's business in the market and if a manufacturer shows a lack of co-operation, a lack of stability in his export policies, it takes a long time to live it down.

#### **Confidence Important to Foreign Distributor**

Co-operation is not a matter of system; it is a matter of spirit. The theory that business abroad is dependent on sentiment rather than values is, of course, exaggerated. But this is true: that your distributor is just as dependent on your character as he is on your merchandise. He must feel that he is not going to be let down. He cannot keep in the same close touch with you that a domestic distributor or jobber does. He must feel confidence. He is a long way from the factory and at the mercy of time and distance.

Co-operation must be based on knowledge. Ignorance of conditions will be instantly detected by the firm abroad and can only lead to lack of respect or resentment.

Suppose that the distributor seems slow in adopting the latest sales fad in this country. Often he is wrong but do not force alien ideas on him too rapidly to be digested. Nor should the policy suitable for Japan be forced on your distributors in Australia.

Particularly in periods when our manufacturers are suffering from what has been called columnitis, some executives are apt to become impatient because the overseas distributor does not immediately adopt some entirely new 100 per cent American idea. On the other hand manufacturers tell me of instances where some of their distributors

have worked out sales and service ideas superior to anything their domestic customers have done.

This partner of yours abroad knows his market and the best laid plans used in this country often require some modifications abroad, depending upon the social, financial and mercantile customs of that particular market. The story is told of an American salesman who proposed to take the wives of car prospects in Chile out for a demonstration. The importer thought the idea was interesting but urged him to arrange with the Consul for his body to be sent home before he tried the experiment.

The manufacturer should display not only an intelligent knowledge of the possibilities of the market, but also of its limitations.

A typewriter distributor in Cuba once told me of an experience which is typical of some of the sales suggestions which not only do no good, but actually create resentment and lack of co-operation on the part of the distributor. A "sales engineer" pointed out to the distributor that statistics proved that according to American experiences in cities the size of Matanzas, the number of typewriter sales in that city should be 1000 per cent greater than they actually were. Times were pretty good and the Cuban distributor was able to persuade the factory to send an official down to show him just how to sell those additional typewriters which, according to statistics, the city of Matanzas should absorb. After two hours in Matanzas this official threw up his hands, admitted that there were other factors involved than merely the gross population in fixing sales quotas for any overseas market, and retired in good order to Sloppy Joe's.

#### **Why a Brazilian Importer Doesn't Want an Agency**

An importer in Sao Paulo, Brazil, whom I was once trying to persuade to take a certain American agency, demurred and said, "No, we don't want the agency. We buy American equipment of this type from time to time but we don't want any agency. Once we accept an agency we are bom-

barded with letters, questionnaires, and so on, demanding to know why we don't sell more goods and sending us all kinds of suggestions which are inappropriate to our market."

A Salvador importer told me he gave up a famous American line because of the constant cables telling him what importers in other countries were doing—sent collect.

During the "new era," when we thought the business cycle had been abolished and anyway we Americans were not as other men are, a few manufacturers adopted distributor policies which made a temporary showing but eventually a heavy loss of trade and a fatal loss of good-will.

These policies were based on the proposition that business in any market was due entirely to the product and no thanks to the distributor; that it was bound to increase every year, otherwise the importer who had established the line must step aside for some new concern who had never spent a dollar or an ounce of energy to establish the line in that market; that the sales quota in every market was to be based not on the actual requirements of that particular market, but on the production facilities of the factory; that any American sales or service methods could be transplanted to any part of the world irrespective of local customs; and finally, that the importer being far removed from this market could not be expected to have opinions and suggestions worth listening to.

The word co-operation is now apt to call up visions of making exchange or price on these concessions for emergencies. Many manufacturers have in the past three years done more along that line than they could have been expected to do. Importers have expressed such appreciation that it is likely that such concessions are invest-

ments which will yet pay golden dividends. And rather sooner than was expected a few weeks ago. On the other hand manufacturers who have not made such concessions have co-operated in other ways to meet the needs of their overseas connections. One example is the bringing out of radio sets to meet the European wave lengths.

Co-operation is not restricted to emergency matters which have arisen in recent years, but calls for the closest attention to even the details of export documentation and packing, and so on. Details which seem unimportant to factory subordinates may be matters of life and death 7,000 miles and thirty days away. If blunders are made it is the importer who pays and pays and pays.

Advertising calls for co-operation. The representative in one country of one of the largest companies in the United States once told me that he never was consulted either as to copy or media. And once when about to close a big government order he was embarrassed to have a double-page spread appear in the principal opposition paper then carrying on a bitter anti-Administration campaign. P. S. He lost the order.

It comes to this: The secret of export success is to handle distributors in many varying markets and at great distance so as to retain their friendship and enthusiasm. And in these last three trying years there stands out this omen for the future: The numberless occasions on which overseas distributors and manufacturers have told me of the splendid way the other fellow had acted in these times of stress. That spirit of mutual confidence and esteem between serious manufacturers and serious importers, which I observe as a reporter, is accomplishing a lot now and will make things hum when the tide really turns.

### McCafferty Has Own Business

The Advertising Agents Credit Bureau is a new business organized at 53 Park Row, New York, by J. W. McCafferty. He was, for fifteen years, credit and collection manager of the former New York *World*.

### Stewart Rejoins "Holland's"

Myron B. Stewart, until recently advertising manager of the *Sheboygan, Wis., Press*, has been appointed Eastern manager at New York of *Holland's Magazine*, with which he was formerly associated.

Branch  
Frank

A DAILY NEWSPAPER FOR THE HOME

2968

**FOOD MERCHANTS**  
*use this medium*

These dealers use The Christian Science Monitor for its value locally. Last year 113 food manufacturers used it to cover the nation. It serves both by reaching 400,000 readers who because of their confidence in Monitor standards prefer to buy Monitor advertised goods,—a fact which deserves the attention of all worthy advertisers.

**THE**  
**CHRISTIAN SCIENCE**  
**MONITOR**

*Published by The Christian Science  
Publishing Society, Boston, Massachusetts*

**Branch Offices:** New York, Detroit, Chicago, St. Louis, Kansas City, San Francisco, Los Angeles, Seattle, Miami . . . London, Paris, Berlin, Florence



## Telephone Company Works with Retailers on Campaign

**A** CAMPAIGN which aims to stimulate the ordering of groceries by telephone is now being conducted by The Chesapeake & Potomac Telephone Company in co-operation with the grocers of Washington, D. C., among them being a number of large wholesalers and distributors as well as chain stores.

In addition to newspaper advertising which points out to the housewife the ease and convenience of telephone shopping, the telephone company is offering a varied line of dealer helps free of charge to the retail grocer.

These include a three-panel window display which is shown above and which advertises telephone marketing service and the telephone number of the store in which it is

used; a transfer for windows; three package inserts on which the dealer's name and telephone number are imprinted; stereotypes for use in advertising and printing; stickers in two colors for use on outgoing mail and packages on which the dealer's name and telephone number are imprinted; art and layout service in the preparation of newspaper advertising.

More than 50 per cent of the housewives of Washington, an outline of the campaign prepared by the telephone company informs the grocers, would rather shop by telephone than in person, according to a survey made recently. Many grocers have taken up the idea and are suggesting the use of the telephone in their own advertising copy.

### Abbott Laboratories Appoint

R. E. Horn, who has been with the Abbott Laboratories, North Chicago, since 1922, has been appointed general sales manager. Harry S. Drake, St. Louis manager, has been appointed assistant sales manager, being succeeded at St. Louis by E. F. Gillis.

### Joins Guenther-Bradford

Dick Morenus, who formerly headed his own advertising agency at Fort Wayne, Ind., more recently specializing in the creation of radio features, has been appointed head of the radio department of Guenther-Bradford & Company, Chicago advertising agency.

### Muenzer with Cloister

G. Albert Muenzer has joined the Cloister Printing Corporation, New York, as assistant vice-president and sales manager. For the last ten years he has been secretary of the Commanday Roth Company, Inc., New York.

### Has Akron Lamp Account

The Akron Lamp & Manufacturing Company, Akron, Ohio, has appointed The Fred M. Randall Company, Detroit, as advertising counsel. This advertiser uses a list of farm, rural and outdoor publications.

# Larger Shredded Wheat Campaign

"VITALLY DIFFERENT" is the theme of a new campaign of the National Biscuit Company to increase the sale of Shredded Wheat. Copy and illustration play up the energy and activity of youth, pointing out to the older folks that regular inclusion of Shredded Wheat in their diet will give them the pep which will put a youthful spring in their steps.

The campaign, which will continue for three months, calls for the use of almost three times as many newspapers as were used last year. The same story is being featured in color in a list of about twenty magazines.

Every advertisement urges the use of Shredded Wheat in conjunction with fruits in season, or canned fruits. This not only makes for a tasty talking point in addressing consumers, but it also is expected to promote added interest from those grocers whose sale of fruit will be stimulated by this advertising.

Dealers are being given a large double-easel display card for use as a background. One special use featured is its employment by merchants in the front of their windows over week-ends, when fruits and vegetables are cleared out of the windows, to disguise the fact that the window is empty.

## Hosiery Group Changes Name

The National Association of Hosiery and Underwear Manufacturers, at its recent convention, voted to change its name to the National Association of Hosiery Manufacturers. William Meyer, president of the Apex Hosiery Company, Philadelphia, was elected president.

## Heads Grogan Oil Sales

W. F. Kostelka, until recently with the Louisiana Oil Refining Corporation, has been appointed vice-president and sales manager of the Grogan Oil Company, Shreveport, La. Oil Refineries, Inc. A campaign in Louisiana, Texas and adjacent States is planned.

## When CLOSING DATES Bear Down



►When you've chivvied the last possible extension Air Express can still give you one extra day between New York and Chicago—three between coasts.►Direct contact with 85 principal cities—fast rail connections to 23,000 other Railway Express Agency points. Interchangeable use of air and

rail transportation insures dependability regardless of weather. Special pick-up and delivery in leading cities.►Duplicate receipts to establish shipping and delivery dates and hour without question. Your nearest Railway Express Agent has details of rates and other information.



**AIR EXPRESS**  
DIVISION OF  
**RAILWAY EXPRESS AGENCY**  
INCORPORATED

# Circulation Guarantees, Taxes and Inflation Discussed by A.N.P.A.

Convention Goes on Record as Favoring Publishing of Radio Programs Only as Paid Advertising

**I**NFLATION and its effect on newspaper costs was one of the topics to which considerable discussion was given at the convention, in New York last week, of the American Newspaper Publishers Association. The inflated dollar, in the opinion of Colonel Frank Knox, publisher of the *Chicago Daily News*, will make the purchase price of newspapers one of the most important subjects at next year's convention.

"If we have an 85-cent dollar," he said, "it will mean a considerable addition to the cost of publishing. Additional revenue will be needed. A rise in advertising rates would tend to discourage the increased linage for which we all hope, and therefore we should look to circulation for a logical source of increased revenues."

Several publishers of small newspapers said that they had raised their weekly subscription rates during the year and had noticed no adverse effects.

On the matter of circulation guarantees the convention adopted a resolution indorsing the action of its advertising committee in eliminating such guarantees from its revised standard contract form. Edwin S. Friendly, of the New York *Sun*, chairman of this committee, pointed out that since circulation is changing very little with but few papers losing circulation in any appreciable quantity, there was no justification for such guarantees, even though advertisers were insisting upon them.

The viewpoint of publishers was given further expression in the remarks of R. T. Wilken, of the New York *Daily News*. There appeared to be, he said, a concerted action on the part of advertisers to insist on receiving guarantees but that, in most cases, these would constitute a "heads I win—tails you lose" proposition for publishers.

Guarantees would be fair only if they provided that papers be paid proportionately more where circulations were increased, as well as rebated for decreases.

Further, it was said, a practice of guarantees would involve intricate bookkeeping, both on the part of publishers and advertising agencies, in keeping accounts open which would lead, eventually, to higher costs to advertising.

The resolution adopted emphasized the impracticality of maintaining circulation in papers without fluctuations from day to day and a consequent adjustment of rate charges in keeping with such changes.

## Taxation's Influence on Advertising

The handicap which heavy taxation inflicts on advertising was a subject which provoked a high degree of interest. Colonel Robert R. McCormick, of the *Chicago Tribune*, inveighed against taxes in general as a stifling influence on business. He described heavy taxation as a two-edged knife, absorbing money that might go into advertising on the one hand, and, on the other, into new enterprises or the expansion of existing industries that need more advertising.

C. M. Palmer, of the St. Joseph, Mo., *News-Press*, aroused enthusiasm with his recommendation that publishers campaign against high public utility rates as well as high taxes.

"We talk about the cost of living coming down," he said. "The cost of commodities has come down, but we overlook the fact that, in every family budget, fixed items such as taxes, insurance, utility rates, and mortgage interest have not decreased. They have considerably increased in proportion to real income."

Colonel Knox, who presided over

this discussion, said that he favored publication of names of those legislators who supported "pork-barrel" bills, and recommended that these be published in a box, on the first page, if possible.

Following the resolution adopted by the Associated Press, reported in *PRINTERS' INK* last week, which curbs news broadcasting, a resolution, submitted by the radio committee, of which E. H. Harris, of the Richmond, Ind., *Palladium-Item*, is chairman, was adopted. This declared it to be the sense of the A.N.P.A. that newspapers should refrain from publishing radio programs except as paid advertising.

O. S. Warden, of the Great Falls, Mont., *Tribune*, related the experience of Montana newspapers, all of which got together and agreed

that radio programs were analogous to theatrical advertising and, therefore, advertising matter. This policy has been found uniformly satisfactory, he said, and commended its adoption by all A.N.P.A. members.

Howard Davis, of the New York *Herald Tribune*, as forecast by *PRINTERS' INK* last week, was re-elected president. George Rogers, Cleveland *Plain Dealer*, was re-elected vice-president; E. H. Harris, secretary, and Walter M. Dear, Jersey City *Journal*, treasurer.

Re-elected directors were: Jerome D. Barnum, Syracuse *Post-Standard*; Hilton U. Brown, Indianapolis *News*; F. J. Burd, Vancouver, *Daily Province*; W. E. Macfarlane, Chicago *Tribune*, and Charles H. Taylor, Boston *Globe*.

+ + +

## Bureau of Advertising Re-elects

THE committee in charge of the Bureau of Advertising of the American Newspaper Publishers Association will constitute the same members as last year, with one vacancy to be filled owing to the recent death of W. A. Elliott, of the Jacksonville, Fla., *Times-Union*.

Edwin S. Friendly, New York *Sun*, was re-elected chairman and W. E. Macfarlane, Chicago *Tribune*, vice-chairman.

Continuing on the committee are: George J. Auer, New York *Herald Tribune*; Frank H. Burgess, La Crosse *Tribune*; Harry Chandler, Los Angeles *Times*; William G. Chandler, Scripps-Howard Newspapers; Frank G. Huntress, San Antonio *Express*

and *News*; F. I. Ker, Hamilton *Spectator*; Colonel Frank Knox, Chicago *Daily News*; and Roy D. Moore, Canton *Repository*; Fleming Newbold, Washington *Star*; David B. Plum, Troy *Record*; William F. Rogers, Boston *Transcript*; Fred Schlipf, St. Cloud *Times-Journal*; S. E. Thomson, Tampa *Tribune*; David E. Town, Hearst Newspapers; Frank E. Tripp, Gannett Newspapers, and Louis Wiley, of the New York *Times*.

Advisory members are George A. Riley, representing the Six Point League of New York, and Elmer C. De Clerque, representing the Newspaper Representatives Association of Chicago.

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## "University," New Quarterly Publication

Life Magazine, Inc., of which Clair Maxwell is president, will start publication at New York of *University*, devoted to the interests of undergraduates, with the first issue to appear late in May. This issue, a summer number, will be on sale for three months. *University* will continue to be a quarterly with the possibility of later becoming a monthly. George T. Eggleston will be editor. Type page size will be 10 3/4 x 6 3/8 inches.

## Monsanto Chemical Acquires Swann

The Monsanto Chemical Works, St. Louis, have acquired a controlling interest in the voting stock of the Swann Corporation of Birmingham, Ala. The Swann Corporation owns and operates the following subsidiaries: Swann Chemical Company, Birmingham; Wilckes, Martin, Wilckes, Camden, N. J., and the Provident Chemical Company, St. Louis. Theodore Swann will continue as president.

# When the Agency Defaults

KALAMAZOO VEGETABLE PARCHEMENT  
COMPANY

PARCHEMENT, MICH.

Editor of PRINTERS' INK:

An advertising agency contracts for space in a publication. The publication bills the agency, the agency bills the advertiser, and the advertiser pays the agency. The agency fails before the publisher has been paid. Is the advertiser liable to the publisher?

This does not apply to us at all but the question came up in a discussion and I would like to see an answer.

GLENN STEWART,  
Advertising Manager.

**P**RACTICALLY every case of advertising agency insolvency involves failure to pass on to a publisher payments made by a client to the agency for space used.

If an agency has ten clients, it might take only one to go broke to bankrupt the agency. When an agency is unable to pay its bills, even though nine clients have reimbursed it in full for space used on their accounts, the agency's dilemma affects publishers whose space was not used by the client who defaults, and, quite likely, those publishers whose space was used by the nine clients who paid the agency, as well.

Once the agency becomes insolvent, all creditor publishers are paid *pro rata*. Those publishers whose bills have been paid by clients to the agency, though the publishers are not paid by the insolvent agency in full, do not look

back to the advertiser for redress.

The attitude of publishers, as previously expressed to PRINTERS' INK, is this: "Whether the legal angle is in a tangle or not, the publisher elects to look only to the agency for payment. If a client fails to pay his agency, the publisher looks to the agency for payment just the same. Publishers feel that they cannot fix responsibility on the agency and look to the advertiser, too."

If the publisher is on the job, which usually is the case because of the diligence with which publishers, independently and through their associations, study agency financial statements, comparatively little loss is suffered through default. This diligence is an added safeguard which makes it possible for advertisers to have confidence in their relations with their agencies and to have the assurance that the advertiser won't have to pay twice. It is up to the agency to be careful in protecting its own integrity.

Were it the practice of the publisher to look to the client, every agency getting into financial difficulties might be subject to the charge of embezzlement.

A client, if he so wishes, can personally guarantee payment to the publisher. Such instances, however, are exceptional.—[Ed. PRINTERS' INK.]

## Starin with Scholl

Arthur A. Starin has been appointed sales promotion manager of The Scholl Manufacturing Company, Chicago, foot specialties. He was formerly advertising manager of the Ladin Sales Company.

## Has Stone Products Account

Pikporn Stone Industry, Milwaukee, has placed its advertising account with Freeze-Vogel-Crawford, Inc., that city. Copy will feature stone gateways, walls, fencing and terracing.

## Appoints Norris-Patterson

The Circle-Bar Knitting Company, Ltd., Kincardine, Ont., has placed its advertising account with Norris-Patterson, Ltd., Toronto.

## Transferred by Erwin, Wasey

Charles H. Ferguson has been transferred from the Chicago office of Erwin, Wasey & Company to the Minneapolis office as an account executive. At one time, he represented *The Saturday Evening Post* in the Northwest territory.

## Joins Allied Group

Norman W. Tolle, Advertising, San Diego, Calif., has become a member of the Allied Service Agencies, a co-operative organization.

## With "American Home"

Lawrence T. Bartlett, for the last four years with *House Beautiful*, has joined the New York sales staff of The Country Life-American Home Corporation.

## New Canadian Club

Canada now has an advertising women's club. Its official title is the Advertising Women's Club of Toronto, and its organization was completed last week.



Margaret Pennell

Miss Margaret Pennell, of the advertising agency bearing her name, was elected president. Miss Margaret Brown, under whose direction the club was organized, was elected secretary. She is with *Marketing*.

Directors are: Miss Mabel Stoakley, of R. C. Smith & Son, Ltd.; Mrs. Barbara Lowrey, of the Harry C. Lowrey organization; Mrs. Emily Ash, Toronto *Star*; Miss Olive Newton, Cockfield, Brown & Company, Ltd., and Miss Alma Code, of A. McKim, Ltd.

## Holes in One

To the list of advertising golfers who have enjoyed the thrill of making a hole in one, there is to be added the names of Arthur E. Dixon and Gilbert Tompkins.

Mr. Tompkins, New York advertising artist, joined the ranks with his performance at the fourteenth hole, 130 yards, on the Lido links, Long Beach, N. Y.

Mr. Dixon, who is with Guy S. Osborn, Inc., publishers' representative, Detroit, scored his honor at the Oakland Hills Country Club. It is reported that he further dramatized his performance by calling his one-holer before he played it.

## Chicago Broadcasters Elect

William S. Hedges, manager of Station WMAQ, has been re-elected president of the Chicago Broadcasters Association.

Homer Hogan, manager of KYW, was re-elected vice-president and W. E. Hutchinson, of WAAF, was re-elected secretary-treasurer.

Quin Ryan, WGN, and Jeff King, WBBM, were elected directors.

## Changes to Monthly

Beginning with the April issue, *Butchers Advocate* and *The Food Merchant*, New York, will be published once a month instead of semi-monthly as heretofore.

## McCall Joins Agency

J. G. McCall, for ten years in charge of sales promotion and advertising for Stark Brothers, Louisiana, Mo., has joined Reincke-Ellis-Younggreen & Finn, Chicago advertising agency.

**DO YOUR  
CLIENTS or  
PRODUCTS  
NEED SPOT  
COVERAGE?**

USE KELLETT GIRO ADS:

"CREATES SENSATION"

"NOT ONLY SEE THE SIGN  
BUT TALK ABOUT IT"

"BY FAR THE MOST  
EFFECTIVE MEDIUM"

"DRAMATIZED  
OUR STORY IN  
STRIKING AND  
UNUSUAL WAY"

THE illustration shows how Kellett Giro Sky Ads dominate! Above are typical comments of advertisers who have used them. Towed across the sky with attention-compelling sound effects, nothing gives such impressive spot coverage. They are free from competition, and spectacular. They are dignified and impressive—the cause of widespread conversation. They bring RESULTS—at a cost comparatively lower than other media!

Use Kellett Giro Sky Ads to supplement your national or spot campaigns, to bolster weak territories, to force distribution!

Licenses in principal cities  
Rates on request

**KELLETT**  
**AUTOGIRO**  
**Corporation**  
ATLANTIC BLDG., PHILA.

## Chain-Store Sales for March

Company	March 1933	March 1932	% Chge.	3 Months 1933	3 Months 1932	% Chge.
Gt. At. & Pac. (a)	\$74,981,144	\$88,923,239	-15.7	\$193,318,789	\$227,757,996	-15.1
F. W. Woolworth..	17,510,663	21,256,057	-17.6	49,600,341	58,041,327	-14.5
Safeway Stores (b)	15,885,573	18,575,087	-14.4	46,257,286	55,265,901	-16.3
Kroger G. & B. (b)	15,223,412	17,299,328	-12.0	44,696,225	50,713,608	-11.8
*Sears, Roebuck (b)	14,215,630	18,999,087	-25.2	45,704,094	57,655,175	-20.7
*Montgomery Ward	11,210,815	14,053,973	-20.2	31,424,790	38,045,393	-17.4
American Stores (a)	10,600,026	11,579,317	-8.4	27,029,143	30,854,444	-12.4
J. C. Penney .....	10,233,980	11,409,643	-10.3	27,378,431	30,285,040	-9.6
First National (a).	9,354,391	9,765,483	-4.2	23,752,333	25,334,040	-6.2
S. S. Kresge .....	8,491,512	10,383,401	-18.2	24,251,769	28,309,010	-14.3
W. T. Grant .....	5,137,026	5,566,892	-7.7	13,901,950	14,898,401	-6.6
National Tea (b)..	5,062,463	5,444,055	-7.0	14,641,436	16,361,037	-10.5
S. H. Kress .....	4,086,768	5,290,334	-22.8	11,895,553	14,262,185	-16.6
Walgreen Co. ....	3,413,894	3,864,705	-11.7	10,327,230	12,057,412	-14.3
H. C. Bohack (a)	2,844,214	3,364,471	-15.4	7,214,922	8,510,960	-15.2
J. J. Newberry ...	2,117,306	2,537,299	-16.5	5,976,022	6,379,340	-6.3
Grand Union (c) ..	1,896,844	2,305,311	-17.7	6,232,493	7,604,564	-18.0
Dominion Stores (b)	1,555,614	1,885,675	-17.5	4,455,518	5,493,179	-18.9
Lerner Stores ....	1,356,174	1,691,439	-19.8	3,710,741	4,545,520	-18.3
G. C. Murphy ...	1,313,762	1,430,301	-8.1	3,666,327	3,762,497	-2.6
Peoples Drug Stores	1,268,005	1,410,936	-10.1	3,763,896	4,167,763	-9.7
Interstate Dept. ..	1,127,471	1,408,901	-20.0	2,906,525	3,599,822	-19.2
Waldorf System ...	1,103,513	1,265,498	-12.8	3,232,745	3,669,866	-11.9
Melville Shoe (d)	1,010,114	1,417,917	-28.7	3,088,210	4,154,878	-25.6
Neisner Bros. ....	925,503	1,155,542	-19.9	2,550,270	2,910,746	-12.4
Lane Bryant .....	836,844	1,166,799	-28.3	2,311,435	2,985,646	-22.6
Jewel Tea (b) .....	736,815	893,726	-17.5	2,282,232	2,686,255	-15.0
Western Auto S'ply	670,700	596,700	+12.4	1,988,900	1,808,900	+10.0
Schiff Co. (a) .....	665,350	836,897	-20.5	1,464,696	1,782,558	-17.8
Winn & Lovett (a)	461,861	507,983	-9.0	1,209,274	1,334,844	-9.4
Exchange Buffet ..	319,344	422,564	-24.4	912,497	1,208,573	-24.5
M. H. Fishman ..	126,152	169,334	-25.5	351,328	421,371	-16.6

\*Includes both chain and mail-order sales.

(a)—5 wks. and 13 wks. to April 1.

(c)—4 wks. and 13 wks. ended April 1.

(b)—4 wks. and 12 wks. to Mar. 25.

(d)—4 wks. and 12 wks. ended Mar. 18.

## Number of Stores in Operation

END OF MARCH		END OF MARCH			
1933	1932	1933	1932		
Kroger .....	4,691	4,856	W. T. Grant .....	451	411
Safeway .....	3,316	3,527	S. H. Kress .....	231	226
J. C. Penney .....	1,478	1,463	G. C. Murphy .....	178	171
S. S. Kresge .....	717	714	Peoples Drug .....	116	120
Melville .....	501	472	Neisner .....	79	78
Walgreen .....	470	464	Exchange Buffet .....	33	35
Jewel Tea.....		1,344	routes and 87 stores		
		1,337	" " 81 "		

March sales of The Great Atlantic & Pacific Tea Company, expressed in tons, were estimated as 495,192 this year, compared with 520,262 in March, 1932. This is a decrease in quantity of merchandise sold of 25,070 tons, or 4.82 per cent. Average weekly sales in March were \$14,996,229, compared with \$17,784,648, a decrease of \$2,788,419. Average weekly tonnage sales were 99,038, compared with 104,052 in March, 1932, a decrease of 5,014 tons.

# Advertising Agency

(Continued from page 4)

will corral some of the money still in circulation.

I see a hand raised. The gentleman asks, if the advertising agency isn't a bunch of literary prima donnas and pirouetting comma hounds in grease paint, what, precisely, is it—and how does it function? Well, an advertising agency may be anything from a one-man affair with desk space (through the courtesy of the local printer) to a far-flung international organization of a thousand men and women, with the whole chromatic scale in between these two extremes.

Reduced to its simplest terms, the function of an advertising agency is to *interpret* a business and its products to the public. (Not with a magnifying glass, incidentally, but in its true proportions.) And this interpretation is made through the medium of printers' ink and/or the radio. In its barest outline, it involves:

1. A study of the product and its natural market.
2. A study of competing products and sales methods.
3. A knowledge of how the product is to be distributed.
4. The preparation of plans and schedules, for both trade and consumer advertising.
5. The preparation of ideas for window displays, store cards, give-away booklets, etc.
6. The conception and development of the basic copy theme.
7. The actual writing of the copy.
8. The making of layouts.
9. The buying of art work and engravings.
10. The setting of type.
11. The binding of the "campaign" into a salesman's portfolio, with suitable introduction and running comment.
12. The making of mats or electro-types.
13. The buying of space or radio time.
14. The forwarding to publishers.
15. The checking of insertions.

16. Billing the advertiser for work done, in accordance with a formal letter-of-agreement as to charges and commission.

Naturally, this meager outline could be amplified, adjusted, and varied to meet the requirements of specific cases, until the whole would occupy a five-foot shelf of books. I haven't the time, the space, or the inclination to go into that. I started out, you may remember, to debunk the lay conception of the modern advertising agency and I am now trying to sketch the agency as I have known it in a long and (mostly) pleasant contact.

How should a national advertiser (or a local advertiser, for the matter of that) regard his advertising agency? It is my experience that the most successful advertisers are those who treat their agency as *an integral part of their own organization*. Not as an independent group of specialists. Not as a firm of "suppliers," furnishing certain material to order. Not as "those people who get up our ads," but as part, parcel, and partner of the business itself; as counsel in all matters pertaining to the packaging, distribution, and sale of the product, with special emphasis on the printed presentation of the sales message.

However, it is to the advertiser's advantage to maintain the agency's independence in one respect; namely, its *thinking*—the traditional "outside point-of-view"; the assurance on the part of the advertiser that he does not wish to be "yessed." And it is to the agency's eternal health that honest, unbiased opinions be given always, even though such opinions may precipitate a "family argument." You are partners, remember, and both geared to the same cash box. This integrity of thought is comparable in a way to the attitude of the company physician, who dares not gloss over a case of smallpox in the plant just because the boss

diagnoses it as mere prickly heat.

Advertising agencies, like hotels and large department stores, often perform unusual services for advertisers. I don't mean such regulation matters as getting seats for the Army and Navy game or arranging luncheons with radio stars, but odd and, often, comical things, the recital of which would make a chapter which can wait for another telling. I feel moved to say, in general, that the business of the advertising agency, after all, is *advertising* and that agencies, as well as those whom they serve, are entitled to make an operating profit.

Perhaps the tone of what I am trying to say is better couched in lighter vein. In a book which I published during the depression (to my financial sorrow, be it said), the hero, *Wilbur Whaffle*, draws up a blank form for an agency contract. It's all in fun, and runs like this:

**KNOW ALL MEN BY THESE PRESENTS**, that T. Edgar Smudge and Son, hereinafter called the Agent, has this day hooked the John Doe Company, hereinafter called the Client. The agreement herewith is merely a matter of form, but try and break it!

**WHEREAS**, the Agent has invested time, taxi fare, hotel bills, railroad fare, lunches, shoe-shines, telephone calls, etc., et al, ad lib, in leading the Client to the Dotted Line, a service-fee of not more than ten thousand dollars (\$10,000) and certainly not less than ten thousand dollars (\$10,000) will be charged the first year, over and above commissions on space. From which you may get the idea that the Agent intends to treat himself as fairly as the Client, and you will be right, Brother, you will be right.

**THE CLIENT**, it should be noted, will be billed, well in advance, at 20% on publishers' card-rates. The ordinary agency may be satisfied with 15%, but this is no ordinary agency. The commission is applicable to space, drawings, engravings, electrotypes, albertypes, stereotypes, tin-types, or what have you.

**THE AGENT** shall provide cigars and lunches not to exceed two per month of either when conferences

are played on the home grounds. This also applies to long-distance telephone calls made by the Client from the office of the Agent. Lunches, cigars, and telephone calls in excess of the quota will be billed at cost, plus the usual 20%. The Agent determined years ago that the line must be drawn somewhere, as the chap said who omitted inviting his brother to his wedding.

**THE CLIENT** agrees to make his own investigations, as the business of the Agent is *advertising* and not a detective service. The Client further agrees to furnish the Agent with copies of all letters of solicitation from competing agencies. True and prompt reports of all Nasty Cracks likewise come under this proviso. In extreme cases, the offending competitor may be punished by being handed the account he so surreptitiously seeks.

**IN CONCLUSION**, under the terms of this agreement, the Client agrees to take the medicine prescribed by the Agent, and to abstain from self-medication. He hereby promises to pay all bills prior to, before, or preceding the discount-date. Manifest of Client's good-will is the signature, or cross-mark, on the lines provided below.

**IN WITNESS WHEREOF**, we have hereunto set our hands and feet this (blank) day of (blank) in the year (blank).

..... Client  
..... Agent

In brief, then, the advertising agency is the advertiser's own advertising department once removed. It serves other non-competing advertisers, the variety of whose problems keeps it in ever-close contact with all buying trends, and provides the five-star-final "answers" on What to Do in today's difficult and protean situations. It employs a highly specialized type of talent, both creative and functional, unhampered in its point of view, as far as permitted.

It asks only the *confidence* of the advertiser in its ability, its integrity, and its intentions. It asks a rational belief in the power of advertising itself, and reasonable funds to back that belief.

## Experience in Buying Space Helps in Selling It

DIESEL POWER  
NEW YORK

Editor of PRINTERS' INK:

I differ violently with Kenneth J. McArdle's article, "Space Selling Has Kept Up with the Times," in your April 20 issue, but that possibly isn't unique. Old space selling methods will have to be discarded if we are going to rehabilitate our magazines.

In the years I spent buying advertising space, over 90 per cent of the space salesmen who came into my office had, in effect, the same story—"I want a page of space in the next issue, Mr. Wadman." Once in a long, long time, a real salesman would come in with an idea of how his magazine could really help one of my clients sell.

The average space salesman is so intent on selling what *he* has to sell, he forgets that his prospect must first see what *he* is going to get out of the transaction.

The breadth of experience I gained in buying several millions of dollars' worth of advertising space has materially helped me in selling space.

I try to place myself in the other fellow's chair and find out what he wants to buy from what I have to sell. When I get his point of view, his perspective, then I have a real chance of doing business with him. I never go in to a man to sell him so much advertising space. If I haven't got an idea to submit, I won't make a call.

REX W. WADMAN,  
General Manager.

### Death of Raymond J. Kaylor

Raymond J. Kaylor, for many years advertising manager of the Youngstown Sheet & Tube Company, died at Youngstown, Ohio, recently.

### Oakland Club Elects

James Hill has been elected to the board of directors of the Oakland, Calif., Advertising Club to fill the unexpired term of Ross Ryder, resigned.

## The Government may say—

"We'll control—  
Your hours—  
Your production—  
Your wages—"

## The proposed National Industry Recovery Act may become a reality—

It may offer much relief. But organized leadership within any industry is imperative at this time—otherwise you may find the "weak sisters" of the industry telling you what to do.

We invite contact with outstanding leaders where a present trade association is felt to be inadequate—

Leaders with a large percentage of the volume which must be protected.

Powerful opportunities are open today for certain groups in certain industries—but they must be made a matter of business and management.

A nationally known manufacturer says:

"Your group has clearer thinking than any one I know."

We hope he is right. Anyway, we are not hiding our light under a bushel.

We are a self-contained management group—alive to today's opportunities.

JOSEPH GOOCH, Jr.  
PHILIP H. THAYER  
B. W. JENNINGS

A MANAGEMENT GROUP  
369 Lexington Avenue  
New York



# Home Hobbyists Offer a Market

Here Is One Place, These Advertisers Prove, Where People Seem to Enjoy Spending Money, Even in Hard Times

By Arthur W. Wilson

Wilson & Bristol, Inc.

**W**HETHER or not one believes that we are coming to a very much shorter number of working hours per week, several manufacturers and retailers have found out that the market for many types of articles used in the home for hobbies, amusement or recreation has increased.

Two reasons for this increase have been given: (1) more time for their enjoyment; (2) less money to spend for the more expensive luxuries away from home, such as travel, the theater and night clubs.

Take home handicrafts. Within the last three years the sale of power driven woodworking tools has increased to a rather unusual degree. At least two companies, to my knowledge, that make power driven tools for the home workshop have been operating their plants days and some nights and holidays to supply the demand of business and professional men, as well as boys, who have rigged up a workshop at home. These "workshop fans" have quite elaborate "factories" in the cellar or garret where they revel in turning out furniture, boats, jig-saw puzzles or what-not.

Because of the tremendous demand at the present time for jig-saw puzzles, many a boy is making a nice little income in his spare time, sawing out puzzles and selling them to his friends. The variety chain and hardware stores are making a good profit from selling advertised brands of these power tools.

Likewise the Alfred Field Company, New York, importer of wood carving tools from England, told the writer that its sales had held up surprisingly well this last year and attributed this to the greater interest in handicraft in the home.

Let's look at indoor games next.

Around bridge a young industry has been built. Books on bridge, tables, lamps, score cards, electric shuffling and dealing devices all bring in money to the enterprising manufacturer. Ely Culbertson says that bridge is a hundred million dollar industry.

The revival of ping pong has helped the local carpenter and painter as many a corner of a cellar has been partitioned off, a floor laid and the walls and ceiling sealed in and painted. Now with steel ping pong tables for outdoor use, such as the "Dura-bilt," ping pong bids to become an outdoor sport as well.

Picture puzzles, backgammon, all kinds of games, not to mention the various indoor football games, sold well during the 1932 Christmas season. The graduated football star who used to find employment selling bonds for an alumnus of dear old Siwash can now make a pretty good thing out of demonstrating a football game in a New York department store when backed with some radio and newspaper advertising, such as was used to help sell the Howard Jones game last December.

## **Depression Helps Tropical Fish Business**

The recent growth of the tropical fish business has in part been attributed to the depression. It is estimated that sales last year increased largely over the year before. Goldfish, too, have been sold in enormous quantities by outlets that ten years ago did not handle them—the chain store, the florist shop, the department store.

And the interest in this hobby has led to the improvement of aquariums with electrically controlled thermostats, modernistic design, chromium finish.

Of course, these aristocratic fish require all kinds of supplies such

## Can your product be used as a premium?

▲ Interest in premium merchandising is greater today than ever before in the last fifteen years. Therefore, the article "How Advertisers Are Using Premiums," based on an extensive survey, appears in the May issue of *PRINTERS' INK MONTHLY*.

▲ Opportunity for premium business and profits is correspondingly greater, too. That's why we ask the question. And that's why the sixty-six concerns listed on the opposite page feature their products in the May issue of *PRINTERS' INK MONTHLY*.

▲ If your product can be used as a premium tell your story to manufacturers of advertised brands. They are the largest present and potential users and offer the best prospects for premium profits.

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# THESE sixty-six concerns feature their products in the May issue of PRINTERS' INK MONTHLY.

Advertising Corporation of America  
Allegro Company  
American Mat Corporation  
Art Metal Works, Inc.

Beetleware Corporation  
Bruce Envelope Sealer Co.  
F. N. Burt Company, Ltd.

Cannon Mills, Inc.  
Cattaraugus Cutlery Company  
The Chaney Manufacturing Company  
Keith Clark, Inc.  
Cleveland Model & Supply Co., Inc.  
Craig Advertising

The Davis Press, Inc.

Eagle Manufacturing Company  
Elson-Freeman Co., Inc.  
The Enterprise Aluminum Co.  
Eureka Specialty Printing Co.

Wm. L. Gilbert Clock Co.  
Goldcraft  
The Grand Slams Press  
The Greiner Thermometer Co.

The Hagerstown Leather Company  
Hanson Scale Co.

Individual Key Ring Co.

B. A. Kiofanda & Company

Lee & Schiffer, Inc.  
W. S. Libbey Company, Inc.  
Lionel Corporation  
Lyon Tissues

May & Malone, Inc.

National Carbon Company, Inc.  
Nelson Bead Co.  
New York Advertising Cap Co.

The Oak Rubber Co.  
Oneida Community, Ltd.  
The Ottawa Products Co.

The Pa Pro Company  
The Pitney Specialty Development Co.  
Plaza Music Co.  
The Premium Service Company, Inc.

Regent Specialties, Inc.  
C. F. Rumpp & Sons, Inc.

Schermack-Thompson Corp.  
S. M. Schreiber  
Scotch Purse Company  
Seal-Again Bottle Stopper Co.  
Simon & Schuster, Inc.  
W. & J. Sloane  
Spore Importing Co.  
Standard Safety Razor Corporation  
Sterling Products Co.  
Stevens and Hanover, Inc.  
The Strathmore Company  
Stretch E-Z Clothes Line Reel Co.  
The Superior Brass Mfg. Co.  
Superior Seal & Stamp Company

The Trade Laboratories, Inc.  
Tricolator Co., Inc.

Union Die Casting Co., Ltd.  
United States Electric Mfg. Corp.  
United States Rubber Company

West Bend Aluminum Co.  
The Wilson Rubber Co.  
J. Wias & Sons Co.  
Wollensak Optical Company

▲ Why not plan on telling your story in the June issue—advertising forms close May 18. Full page \$225; two-thirds page \$170; one-third page \$90; one-sixth page \$45. Net paid circulation now 14,230.

PRINTERS' INK MONTHLY, 185 Madison Ave., New York

as fancy foods containing vitamins, ornamental castles and tropical water plants which add to the income of the enterprising dealer.

Dogs seemed to have held their own during the depression. Certainly the volume of dog food advertising is impressive. Prepared dog foods are available now at the corner grocery as well as at the orthodox pet shop. Special medicines, flea soaps, disinfectants, cod liver oil, trimmers, harness, blankets, seem to be necessities for the present-day canine. The Health Products Corporation, Newark, N. J., maker of Feen-a-Mint and White's Cod Liver Oil Concentrate Tablets, realizing the market in the pet field, has put out a concentrated cod liver oil tablet called "Clo-Trate for Animals."

Even the good old family standby, the canary bird, has had his surroundings and equipment modernized these days. Modernistically designed cages, feeds that will give him the right ingredients to cause him to burst into song, are constantly advertised to his owner.

Back in 1914, an official of Peter Henderson & Company, seedsmen in New York, said to me, "Depressions don't hit us as hard as many other businesses, for in hard times people go back to growing their own vegetables, and that leads to sales for seeds, tools, fertilizers and insecticides for us."

That remark is just as true today. A lot of men, and women too, who used to get their exercise in 1929 with a brassie and niblick are going to swing a hoe and rake instead this summer. Industrial plants and relief organizations are urging the laboring man to raise more vegetables and 1933 should be a big garden year.

Likewise people who have been forced to give up expensive vacations at the shore and the mountains are spending some money to

beautify their lawns and gardens, in the opinion of a manufacturer of garden furniture and statuary. So the sale of flower seeds, bird baths, bird houses, and garden furniture may benefit from this greater interest in lawns and gardens caused



**TEPECO VASES**

TEPECO VASES are made of identically the same high quality china as Tepeco bathroom fixtures. Beneath the brilliant glaze and colorful surface of a non-scratch glass, the vitreous china body insures a permanency of finish that will never change. Will not seep or absorb water. Glazed both inside and outside.

Visit our Show Room at 101 Park Ave. Send for Folder "A" showing a wide variety in design and color.

**THE TRENTON POTTERIES CO.**  
TRENTON, N. J.  
181 Park Ave., New York City

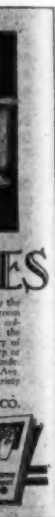
The Tepeco trademark stamped on each piece is your guarantee of quality. An American made product.

*Trenton Potteries, makers of sanitary plumbing fixtures for many years, are advertising a line of vases to flower lovers*

indirectly by Old Man Depression. The fact that 200,000 people in New York paid admission to attend the International Flower Show at the Grand Central Palace during one week would seem to bear out these statements.

Several manufacturers who heretofore have made relatively high priced commodities, the sales for which have been curtailed by the depression, are developing products of moderate price to appeal to the home owner and garden lover. Hitchings & Company, greenhouse manufacturers of Elizabeth, N. J., last year put out small miniature greenhouses for use in one's living room or sunparlor, which they distributed through department stores and florists. This move required advertising in class

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magazines and different methods of distribution from those of their regular line.

The Trenton Potteries Company, Trenton, N. J., is another example of a company which is going after this market. The bulk of its business for over forty years has been sanitary plumbing fixtures, which of course have been affected by the curtailment in building. Now it is starting aggressively to push and advertise Tepeco Vases which are made in the same plant and fired in the same kilns along with their sanitary pottery.

The hobby of collecting postage stamps has shown a marked increase. The stamp companies are using magazines and newspapers to reach fans, and department and chain stores and even hardware stores are selling them.

The home hobby market—the recreation market—call it what you will, indeed offers promise to many a manufacturer who will aggressively go after it. People may not have as much money to spend as in the good old boom days but they have more time to enjoy what they spend.

It seems to me that in 1933, Mr. Average Consumer is going to spend more money on camping equipment and less in summer resort hotels, more for a small sailboat for his boy rather than the gasoline consuming outboard motor racer of boom days, and more money to amuse himself and family at home. If so, maybe it is a benefit of the depression! At any rate, several manufacturers have firmly entrenched themselves in this field by consistent advertising, and more are going to do so in the future.

### Type Founders Appoint Eddy

J. Frank Eddy has been made sales promotion executive of the American Type Founders Company, with headquarters at Jersey City. J. Frank Eddy Associates is unaffected by this appointment.

### Adds Insurance Account

The Hamilton County Mutual Fire Insurance Company, Cincinnati, has appointed the Archer Advertising Company, Inc., of that city, as advertising counsel. Newspapers and direct mail will be used.



**SELLING  
IS  
TELLING**

Your public what to buy and where it can be bought.

**YWCA leaders can be sold  
SUPPLIES and EQUIPMENT  
for**

**BUILDINGS      CAMPS  
HOTELS          CAFETERIAS  
GYMNASIUMS    RESIDENCES**

Tell them in

**THE WOMANS PRESS**

their own national magazine

Now they can be told in the  
June issue—out May 25

**600 Lexington Ave., New York**  
PLaza, 3-4700  
Dorothy Putney Adv. Mgr.

## • Exceptional Copy-Contact Man WANTED

Must be able to produce powerful, logical, distinctive copy that can qualify as fine writing. Prosaic, conventional writers cannot fill this position.

Major experience on travel accounts a distinct asset although ability to work on general accounts necessary. This position requires highly competent, creative account executive thoroughly grounded in all phases of agency operation.

Real opportunity with aggressive four "A" agency for man with required ability, accustomed to hard work and whose financial ideas are in tune with 1933.

Replies must state in complete detail: experience, references, rock-bottom starting salary, age. Also work samples. Send photo, if available. All samples will be returned. Correspondence confidential. Address "X," Box 145, P. I.

# What a Space Buyer Wants to Know about Business Papers

These Media Have Much to Sell but Often It Is Poorly Presented and Badly Sold

By Edwin G. Jacobi

Space Buyer, Trade and Technical Department, J. Walter Thompson Co.

**T**HE present need for greater advertising effectiveness per dollar spent has required a closer scrutiny of all publications. A review of former media schedules indicates that many advertisers have regarded business papers with a negative rather than a positive attitude. Manufacturers realized that specialized publications were doing good in their own particular fields. Space was used, however, to support the journals rather than because of recognized advertising value. Advertising was placed largely to create good-will and not with the primary idea of directly stimulating sales.

Today much of this has changed. Advertising expenditures are being closely examined in order to obtain the most productive result with curtailed appropriations. The advertising that is being placed in business papers is going there because it has proved to be effective. While advertising volume in trade and technical papers has declined, a more healthy condition for business papers is coming out of this depression.

The necessarily closer analysis of the relative values of media has given advertisers and agencies an entirely different conception of the value of meritorious trade and technical journals. They are no longer looked upon as a heterogeneous group of restricted advertising value. Advertisers now recognize that there are several hundred good business publications which are channels for advertising to compact but profitable markets. These are now regarded as a basic part of a complete and adequate media list. Unfortunately,

current advertising budgets are not large enough to reflect this change in thinking.

Trade and technical space is being bought for its determinable value, and not because advertisers are willing to support the publisher. The publisher has an opportunity and an obligation to establish his medium upon this basis. His sales promotion methods must recognize this changed attitude toward advertising.

My primary criticism of the sales promotion methods of business publishers is a general lack of organized and planned selling. I do not believe that it is exaggerating to say that over 80 per cent of the publishers' representatives who call on me do not know what they are going to talk about before coming into my office. It is usual for space salesmen to let me lead the discussion by asking questions. Sometimes, I have to go through a vigorous process of cross-examination in order to get useful information.

## **More Space Is Bought Than Sold**

Space salesmen like to think that advertising space is sold, while those of us on the buying side of the desk believe that it is bought. It is my opinion that more space is bought than sold. I do not mean that too little sales effort is extended, but that too much is not intelligently directed. The reason I say that I bought space during the last year rather than that I was sold space is because I had to dig out much of the basic data for myself because publishers assumed that I knew all about their respective publications.

I believe that the existence of a publication should be justified be-

A summary of a talk delivered last week before the Business Paper Group of the Advertising Club of New York.

fore any publisher can expect an advertiser to use space. What need is there for the paper? What service does it attempt to provide its field? What is its editorial platform?

### ***Obvious—But Few Do It***

The answers to these questions are important as they give the advertising buyer an idea of the scope of the publication. They further provide a basis upon which to measure the efficiency with which the basic platform is being carried out. This is all so obvious that it can be dismissed without further discussion. Yet, few publishers have ever told me the reason for the existence of their papers.

The history of a paper is important in gauging its prestige and stability. It shows whether or not the publisher is abreast of trends in the field. I can remember only about five out of some 500 publishers who have ever discussed this subject.

Most publishers do a good job of selling their market, as far as they go. They provide essential data required to determine the relative importance of their field for a particular account. My single complaint in this respect is that too often the information is qualitative and not quantitative. It shows the use of a product in isolated cases, but does not indicate the size of the total market. Nevertheless, publishers, by and large, can be excellent sources of market statistics.

Once again may I repeat the thought, however, that most business-paper publishers are so close to their fields that they forget that many advertising buyers know relatively little about them. The visualization of a specialized market would greatly assist the advertising buyer in quickly conceiving the value of a field.

Why don't publishers spend a little time and thought in educating the buyer? I have often wondered why publishers have not made greater use of visual selling in presenting market stories. It is

rare that an advertising salesman illustrates his solicitation, despite the fact that photographs would be of tremendous assistance to the advertising buyer in visualizing the application of a product in a specialized field.

Most of the better publications provide audited circulation statements so that we get a reliable break-down of circulation. This data is given by job-titles. When most publishers have gone this far they assume that their job is finished. As far as I'm concerned it is a good start. I want to go further and find out what titles mean. I want to know what these men do in their field and how they influence purchases.

One publisher says that "Markets Are Men in Jobs"—an excellent thought. In order to write intelligent copy or to gauge the merit of editorial text it is essential to have an accurate conception of the type of man reading a publication. It is essential to know the extent of his education and training. How does he think? What are his interests? How much is his income? What are his responsibilities? This is vital data in determining whether or not a publication is properly geared to a market. Certainly a publisher should be able to provide this information. I have never, however, had more than a few publishers give me a description of their readers as men in jobs.

Circulation methods are too involved to be discussed here. I get most information about how circulation is obtained from competitors. This is the phase of publishing which is most subject to attack by rivals in the field.

### ***Reviewing the Editorial Program***

I believe that one of the primary reasons why business papers have not been fully appreciated by advertisers has been the fact that they have not understood the real value of the editorial pages of publications outside of their own industry or trade. I throw the blame for this lack of appreciation right back on the publishers. Most pub-

lishers neglect to review their editorial program thoroughly with the advertising buyer. They do not indicate how their papers assist the reader. They do not show why the subscriber is willing to pay his money to get the paper or why he takes time to read it.

Publishers are unduly reticent about commenting on their editorial staff. These men are responsible for the heart and guts of the publication. We want to know who they are and what their experience has been. In other words, what qualifications have they for their respective jobs?

Many publishers have found it desirable to provide their fields with special services. Some trade publications operate training schools for retailers. Others maintain test stores which serve as experimental laboratories. There are several industrial journals that conduct regular meetings for the purpose of bringing together men within the industry. The advertising buyer wants to know what the publisher is doing for his own field, in order to be able to determine its receptiveness to his publication.

If a publication has been properly developed to offer a needed service to a field, reader interest should follow as a natural consequence.

It is the publisher's job to show that his paper has been properly planned. Evidence showing close reader following should be available if the basic elements of the publication are right.

If I were responsible for promoting the sale of advertising in a business paper, I would follow a most simple formula. I would determine the basic data of the paper which would be of interest to advertisers; I would thoroughly analyze this information and then I would build it into an organized sales story. Every interview would be planned to contribute to building up a conception of the value of my paper. Each meeting would be devoted to completely covering some phase of the publication.

I would summarize each interview in mimeographed form and would leave a copy with the advertising buyer for future reference. An organized sales program would assure my putting the complete story across. Nothing would be left to assumption as every consideration would be covered.

I would leave nothing to chance but would make sure that every prospect knew everything I could tell him about my publication and the organization I was representing.

### Salt Lake Club Elects Husband and Wife

Mr. and Mrs. David F. Coursey, owners and managers of the Billings Service, were elected president and secretary, respectively, of the Salt Lake City Advertising Club at its annual meeting last week. Mr. Coursey had been secretary.

J. M. Van Steeter, of the Salt Lake City *Tribune* was elected treasurer. Milo Cummings, advertising manager, of the Utah Power and Light Company, is the retiring president.

### Poor Richard Outing

The spring outing of the Poor Richard Club of Philadelphia will be held on May 16, at the Manufacturers Country Club, Orelan, Pa.

### Appoints Cincinnati Agency

The Ficks Steel Company, Cincinnati, tubular steel garden furniture, has appointed The Keelor & Stites Company, Cincinnati, as advertising counsel.

### Will Select Newspaper Award Winners

The jury which will determine the winners of the newspaper exhibit of the Chicago Advertising Council are: O. C. Harn, Audit Bureau of Circulations, chairman; John B. Gaughen, Capper Publications; Frank H. Young, American Academy of Art; Sterling Peacock, N. W. Ayer & Son, Inc.; and Mrs. Katherine Hardy, Federation of Women's Clubs.

Deadline for entries of Chicago-produced advertisements published in Chicago newspapers during the past year has been set for May 10.

Winners will be announced at a luncheon on May 25, at which Colonel Robert R. McCormick, *Chicago Tribune*, will be the featured speaker.

### Lithographers to Meet

The annual convention of the Lithographers National Association, Inc., will be held from May 23 to 25 at White Sulphur Springs, W. Va.

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## Printers' Ink-lings



## Big-Time Subscribers

OUT at General Electric, various executives subscribe for thirty-three copies of P. I. and twenty copies of P. I. M. Standard Brands executives have twenty-five P. I. subscriptions and twenty-two to P. I. M. At the Borden Co. the score is ten for the Weekly and seven for the Monthly. At Westinghouse it's fifteen and fifteen. And at Coca-Cola the record shows six Weekly and ten Monthly.

# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHland 4-5500. President, J. I. ROMER; Vice-President, ROY DICKINSON; Vice-President, DOUGLAS TAYLOR; Secretary, R. W. LAWRENCE; Treasurer, DAVID MARCUS.

Chicago Office: 6 North Michigan Avenue, GUYE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Canada \$4 plus duty \$2.60 a year. Foreign \$5 a year.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

JOHN IRVING ROMER, Editor  
G. A. NICHOLS, Managing Editor  
ROY DICKINSON, Associate Editor  
C. B. LARRABEE, Associate Editor  
BERNARD A. GRIMES, News Editor

Andrew M. Howe Arthur H. Little  
H. W. Marks Eldridge Peterson  
S. E. Leith

Chicago: P. H. Erbes, Jr.

London: McDonough Russell

NEW YORK, MAY 4, 1933

## More Costly Than War

Colonel Robert R. McCormick, editor and publisher of the Chicago *Tribune*, takes little stock in the theory that the direct expenses of the World War had any great part in producing the burden that now oppresses the American taxpayer.

In fact, he thinks that a good, man-sized war, although terrifically costly, is relatively inexpensive alongside the costs of ordinary garden variety Government.

The fighting Colonel told the Advertising Club of New York the other day that while an artillery officer in France, he never did have enough shells to shoot out of his guns; he had to beg, borrow, take by force or even steal them.

Neither was there any extravagance in feeding the soldiers beans and other things, so far as he could see. Nor in transporting them

overseas, 5,000 or so to the shipload.

The trouble, as he sees it, is that national, State, county and municipal Governments got into the habit of imposing taxes in proportion to the fancy profits made by so many during the boom period. This produced a habit of easy spending that even now seems to be the fashion regardless of the heavy axe work done by President Roosevelt and Budget Director Douglas.

Therefore, he calls for a nationwide organization of taxpayers to bludgeon the spenders into a sensible attitude.

This is a sizable order. For if Congressmen are selfish and stupid, State legislators and aldermen are even more so.

But we favor the Colonel's plan. Even though the President has made a great start, the bigger part of the job is yet to be done.

## Decision Time Is Here

Business men who have been inclined to blame politics for holding them back now have an opportunity to work as decisively as political leaders. For decision time has come in world affairs; decisions of vast importance are being made; history is being written in big, bold strokes.

Therefore, it seems fair to suggest to all business men that they too should start to decide things. There are too many cases where management is waiting, delaying.

Many a man who knows very well that he is going to buy space in a certain medium, try a certain sales promotion plan, approve a new product, approve a new point of purchase display, holds back, and so wastes other men's time which means money and also morale.

The salesman comes in for his final verdict at ten o'clock Monday, after seeing five people who have been enthused about his proposition. He is told to come back

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again on Thursday at the same hour. Instead of the work being started at the plant there are phone calls, more hotel bills, waste of time and energy.

Instead of the dollar started to work by a decision, starting other dollars turning over eighteen or twenty times, nothing at all happens. Just another decision delayed, another salesman disappointed and made to waste time he could have spent on another call.

Salesmen for media and goods are now being made to make five calls for an order where one should be sufficient; advertising agents are being held up in their plans because of indecision on the part of men in responsible positions who could and should be saving their own time as well as the other man's.

The actions of our own Government in making decisions should serve as an example right now for business men. Decision time is here.

### **An Arrow in the Air**

Within the circle of PRINTERS' INK's staff, we have coined a useful, hyphenated word—"hame-strapper." We use the word to test values. As we look at something intended for our pages, as we try to weigh its worth, we ask: "How will it help a hame-strapper?"

Strictly, of course, a hame-strapper would be a person who straps hames. In our use, however, the word means one who makes them. Oddly enough, it also means a man who makes thermometers for gold-fish bowls, or buttons for the uniforms of admirals. But, coming to the PRINTERS' INK audience, it means every man whose business is "different"; and hence it means a man who makes automobiles, two-pants suits, food products, fabrics, paint—and so on, indefinitely. Mostly, however, it means an executive who is practical, who reads PRINTERS' INK for helpful,

usable thoughts, methods and ideas.

And he seems to find them. We hear of many, many instances—some of them surprising. Some of them are instances of the application, not of plans or methods, but of principles. For example:

A reader—George B. Heyen, president of the Brooklyn Perfex Corporation—wrote us, asking for 10,000 reprints of a page in our issue of April 20 on which we commented upon an effort, by American missionaries in Japan, to sell Japanese printing service to American firms.

Mr. Heyen's company makes brooms. Curious, we telephoned him to ask what use he could find, in the broom business, for 10,000 reprints about printing in Nippon.

"Your comment," Mr. Heyen explained, "hits squarely on the head an evil in my business. The American market is being invaded by inferior brooms made largely from Japanese rice straw. I want to send those reprints to my customers!"

### **A Good Idea for Mr. Matsuoka**

Yosuke Matsuoka, late Japanese delegate to the League of Nations, has been about explaining how things really are with the situation at Jehol and other unpronounceable localities. He has also been examining the American attitude toward Japan in relation to the various Manchurian maneuvers.

Mr. Matsuoka reports that he has talked with a goodly number of Americans in different walks of life and, "I was surprised to find how little they know about the actualities of the Manchurian question."

This, in his analysis, is all a matter of presentation.

"Chinese in the United States are extremely active in influencing public opinion, having recourse to the telephone, letters, personal calls and other means to make the

Americans believe what they want to believe," he notes.

It is quite true, he admits, that the Japanese have access to the same facilities; "but the Japanese have a reputation for a lack of talent for propaganda, which deficiency largely accounts for the American failure to understand Japanese motives and aspirations."

We wonder if Mr. Matsuoka would like to have us send him the names of some good advertising agencies.

**Prodding Up** "We mustn't spend the money!"

**MacTavish** If you are an emissary in the cause of advertising, you've heard that. If you are a company president, you've heard it from your board. If you are a sales manager, or an advertising manager, you've heard it from your president—and, perhaps, from your treasurer. If you are an agency man you've heard it from your clients. If you are a publisher's representative, you've heard it from everybody. We mustn't spend the money! . . .

For four days, in the howlingest nor'wester that ever had lashed the Lakes, a big, black freighter had fought for her life on Superior. At dawn of the fifth day her skipper felt the floor-plates of his pilot house with the balls of his tired feet and knew that something had happened. He snatched loose the receiver of a wall telephone and barked at his chief engineer:

"MacTavish! Your engine's down. What's wrong?"

"Aye," came a reedy voice from a man on a grating, below-decks and two city blocks aft, "aye, she's doon. She's doon because we've no steam. And we've no steam, because we've no fuel! We've burned every pound in the bunkers."

"MacTavish," said the skipper. Steerage-way lost, she rolled, now, in the troughs; and he braced him-

self that he might reason more calmly. "MacTavish! It is essential that we keep her head up. May I ask you a question? What do you burn in your furnaces? Coal? Just so! And may I further inquire, what is our cargo? Ah! That's coal, too!"

"Well now, MacTavish, I'll appreciate it, and our owners will appreciate it, if you'll just start burning that cargo up. It will be irregular, of course; but it will be more satisfactory, I think, to founder while we're going somewhere than to founder while we're lying-to!"

### Save the Record!

Representative Cannon, a first-term Democrat from Milwaukee, that city that has contributed so generously out of its fluidity to increasing public cheer, has just introduced a disturbing bill into Congress. It would reduce the free circulation of *The Congressional Record* by more than 25,000 daily by limiting the supply of free copies now given to Senators and Representatives and by other means. The bill would reduce the Government printing bill by about \$4,000 a day.

Four thousand dollars is a lot of money. But how could we get along without the rich treasure of humor found in the "useless chatter" to which many of our Congressmen have contributed liberally and unselfishly?

The *Record* for many years has held its place in the van of American humorous journals. It has maintained its prestige because of the unquestioning beneficence of the taxpayer. Something very precious would be removed from our cultural life if Representative Cannon's bill were successfully passed.

Perhaps, though, the sacrifice will be worth while if the objective of speeding up legislation is more than an idle promise.

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**The Strongest Force in the World!  
... Makes This Girl Spend**

**\$35,000,000  
FOR BEAUTY ITEMS  
EVERY YEAR!**

**T**HE craving for romance—the yearning to look like, or be like, or feel like Constance Bennett or Joan Crawford—that's the most compelling buying urge in the world, to the million women you'll find reading Fawcett Women's Group. 90% of them under 35; 81% of them wage-earners or wage-earners' wives—they're young women with money to spend. And they spend it lavishly—on their own looks and dress. These girls spent 419 million dollars on personal, feminine items last year—\$419 apiece for things where romance or style made the sale. \$35 apiece for beauty items only—more than five times the estimated expenditures of the average woman, for cosmetics!

**2¢ A YEAR—FOR \$35  
WORTH OF BUSINESS!**

Even if you used twelve full pages in this group, it would cost you but two cents, for each of these selected women—known to be lavish buyers! Each one is a potential customer—worth \$35 to the beauty firm—\$32 to you, if you manufacture hosiery—\$19, if you sell lingerie (to name only a few items). Write today—let us tell you what this market of a million women can mean to you—whatever you sell. The complete story will astonish you.

**\$1.70—THE LOWEST PAGE RATE  
PER THOUSAND  
TO REACH A MILLION WOMEN BUYERS**

*Fawcett Women's Group*

**FAWCETT PUBLICATIONS, Inc.**

**MINNEAPOLIS CHICAGO NEW YORK LOS ANGELES SAN FRANCISCO**



# The Little Schoolmaster's Classroom

**A**N interesting tie-up of campaign theme and name plate is found in the French advertising of the Société des Talons Wood-Milne, Paris.

The campaign theme is based on the idea that Wood-Milne soles and heels when used to repair shoes will last three times as long as competing products. Each advertisement in the series is headed by a question headline such as that in the illustration on this page. Others are translated somewhat liberally, "Can you get three orchestra seats for the price of one?" "Can you get three ermine coats for the price of one?" and "Can you get three masterpieces of art for the price of one?"

The company's name plate is a black circle in which the words Wood-Milne are tooled out in white. In each of the headlines, the same black circle is used only this time the words "trois pour d'un" are in white against the black.

This serves a double purpose. First, in each advertisement in the series it spotlights the theme and ties the series together. Second, it gives an excellent tie-up between name plate and campaign theme.

The Schoolmaster would like to call the Class' attention to a letter he received from Will A. Foster, vice-president of Borden's Farm Products Co. of Michigan.

In place of the conventional date line, Mr. Foster's letter bore the legend, "April 22nd of Borden's 76th Year."

To the Schoolmaster this seems to be a pretty good idea. In the overwhelming majority of letters,

POSS DONNE-T-ON TROIS VASES DE SEVERES POUR LE PRIX D'UN SEUL?

WOOD-MILNE

SEULEUR DE TACONI EN CHAUSSEUSE

the year is of no more use than the fifth wheel of an automobile. Borden's alternative takes this into consideration and provides a little good-will advertisement at no cost.

Speaking of candor in copy, as he does occasionally, your Schoolmaster submits a specimen from the pen of the Edison-Splittorf Corporation. It appears in business papers; and it has to do with spark plugs. The copy reads, in part:

"Question marks have been popping up all over the country. Many people want to know what Edison will do in the spark-plug business.

"Now, there might be a psychological advantage in letting a lot of rumors build up before announcing the facts. But after all, it saves time and eliminates a lot of guessing if we tell what has happened up to now.

"The Edison-Splittorf Corporation was made the successor to the

Splitdorf Electrical Company. As one of the Thomas A. Edison Industries, the engineering skill of the Edison laboratories became available for spark-plug development work.

"Elements that had been under development for years were overnight gifts to the new organization.

"And from this auspicious start the Edison-Splitdorf spark plug has been perfected."

And now this, with the italics by the Schoolmaster:

"The plug itself embodies revolutionary features. *It won't startle the world as much as the electric light or the phonograph*, but by anyone who knows modern motors Edison-Splitdorf spark plug will be called another Edison triumph."

\* \* \*

One of the finest arguments for keeping up quality standards in the face of competition from price merchandise was recently given by James F. McNeil, chairman of the board of the Thayer, McNeil Company, Boston retailers. His reasoning applies to manufacturers as well as retailers and therefore the Schoolmaster quotes his statement, taken from a recent issue of *Boot and Shoe Recorder*:

"Bad times do not last forever and to come out of them with our good name gone would be most disastrous. With this idea in mind the prices which the public now enjoys are much to their advantage. The customers of this company are family customers; they keep on buying from one generation to

another and the company certainly would not consider for one moment letting them down with footwear other than what they have always received of the highest quality and workmanship."

\* \* \*

Barron's tells an interesting story about the General American Tank Car Corporation, one of those companies that should benefit with the return of beer. Thirty-five years ago, Max Epstein, founder and present chairman of the board, started his present business by rescuing some of Armour & Company's old refrigerator cars from the scrap-heap, selling them to a brewer in Pittsburgh for a commission. Later he bought Armour's remaining cars for his own account and began the service of hauling freight.

Now the company is planning to supply refrigerator cars to brewers. Already eight brewing concerns have signed contracts, including Schlitz, Pabst, Blatz, Miller and Gettleman, all of Milwaukee, and Schoenhofen and Prima of Chicago, and Goetz of St. Joseph, Mo.

\* \* \*

Recently the Schoolmaster commented on the reception exhibit room of the Hercules Powder Company, Inc., which was planned by the company's advertising department.

Theodore Marvin, advertising manager of the company, sends the following information in amplification of what was written

## A Sure Cure for

### "Alteration Blues"

● A fact, eighty-six per cent of all the ads we set were O. K.'d on the first proof during this year. The reasons; men who know advertising composition, plus three ultra-critical readings of each proof, plus ample hand-set and monotype production facilities. Here you save time and alteration expense when they count most. Try our service for one month. It will prove the truth of our statement, "Use Baird's service as a step back to normal profits." Inquiries invited.



Whitehall 4347 417 N. State Street, Chicago

## I Know a Man

He is an able executive's assistant. He eats detail. He handles personnel ably and sympathetically. He has been in publishing work for 25 years (4 of these years in the same organization with me). He has recently had valuable experience in publicity work. His salary should be twice what he would now be willing to take. He is honest, loyal and a hard worker. Phone me or write me and I'll put you in touch with a man who will help you in a surprising number of ways. J. Mitchel Thorsen, 52 Vanderbilt Avenue, N. Y. City. Telephone: VAnderbilt 3-2813.

## Booklet Prices

Printed on 60-lb. M. F. Book Paper

Black Ink	5M	10M	25M
8 pages 6x9.....	\$38.50	\$59.00	\$135.75
16 " " ".....	71.00	127.00	310.00
32 " " ".....	136.00	219.00	410.00

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

## BEER MATS

(Advertising Coasters for Breweries)

The (Exclusive Representative of "KURPRINZ")  
**LEDERER IMPORTING CO.**  
 106 West 32nd Street, New York  
 Pennsylvania 6-0433

**4**-Color Ben Day Process  
 Printing on Newsprint;  
 Your Plates or Ours  
*Shopping News—Cleveland, O.*



**Fred A. Wish Inc. • 12 E. 41<sup>st</sup> St. N.Y.C.**

*Cartoons especially prepared in any style, form or size!*

*Ask for list of over 60 available Cartoonists*



TORONTO  
 MONTREAL  
 WINNIPEG  
 LONDON, ENGL.

**GIBBONS KNOWS CANADA**

REGINA  
 CALGARY  
 EDMONTON  
 VANCOUVER  
 VICTORIA

about this room at that time:

"An interesting angle of the exhibit of products made from our raw materials is the desire on the part of visitors to know more about the manufacture of our various raw materials.

"As an experiment which, after a week's trial justified itself, we placed one of our continuously operating motion-picture projectors in a corner of the reception room. The film placed in it described the manufacture of Hercules' turpentine, rosin and pine oil and was switched on by the reception clerk whenever a visitor wanted to know something about the production of those materials. The following week another film describing the manufacture of nitrocellulose was used and other films from our film library will be presented in succeeding weeks.

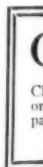
"As many of our visitors are repeaters, you can see that those who are curious about the various phases of our business soon will have a splendid perspective of our manufacturing and testing activities. Their value to us should increase, inasmuch as the knowledge gained by this method should make them more capable of servicing our buying needs.

## New Addresses

Conover-Mast Corporation, 205 East 42nd St., New York.  
 LaPorte & Austin, Inc., 330 West 42nd St., New York.  
 Associated Business Papers, Inc., 330 West 42nd St., New York.  
 Agricultural Publishers Association, 5816 North Artesian Avenue, Chicago.

## Represents WOAI

Radio station WOAI, San Antonio, Tex., has appointed Edward Petry & Company as its national representative.



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# Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

**Liberal Commissions** paid anyone who thru present connections can bring business to well known New York Photographer doing all types of work. Box 862, Printers' Ink.

### IN ST. LOUIS

College graduate, gentle, now employed, has 10 years' brokerage and bank experience. Desires to represent sound product of sound company. Commission or consignment basis. Box 866, Printers' Ink.

**Publishers'** representative covering Ohio and Michigan with one paper wants another in civil engineering, building or automotive field. Ten years' experience. Good contacts with agencies and advertisers. Box 867, Printers' Ink.

**PUBLISHER CAN TAKE ON ONE OR MORE TRADE JOURNALS. WILL PURCHASE ON SOME MUTUALLY SATISFACTORY TAKE-OVER ARRANGEMENT; OR ON PART CASH PART TERMS; OR, IF NECESSARY, ALL CASH. BOX 868, P. I.**

**Publishers' Advisory Service.** Full or part time service—sales and circulation promotion service—business departments reorganized and systematized—surveys and suggestions for improvements—a successful record in bringing new life and profits to weak publications. W. I. Hughes and Staff, Suite 1346, 11 W. 42nd St.; LOnacre 5-8067.

## EMPLOYMENT SERVICES

### WALTER A. LOWEN Placement Specialist

Since 1920 supplying Adv. Agencies & Advertisers with trained creative, executive & office personnel, announces the dissolution of Vocational Bureau, Inc., and the opening of his private agency at 11 West 42d St., N.Y.C. Tel. PE 8-4406.

## HELP WANTED

**BUSINESS OFFICE-MINDED** editor for two Southern trade papers, references and previous experience in first letter. Box 860, Printers' Ink.

**Experienced Copy Writer** wanted for syndicate bank advertising. Piece basis. Send few typed samples if possible. All answers confidential. Address P. M. C., Box 861, Printers' Ink.

**Sales Promotion Executive** who knows the heads of drug chains and jobbers and whose record will command a salary of around \$15,000 today. Ostrander Employment Agency, 505 5th Avenue.

## Advertising Agency Opportunity

For one copywriter and one artist to become principals in established New York Agency. No investment required. State experience, religion, etc. Box 864, Printers' Ink.

## EXPERIENCED LITHOGRAPHER

**WANTED**—Man with at least 10 years' experience as production manager of modern medium-sized lithographic plant. One who has come up from the ranks and is familiar with all production details, including modern photographic methods of reproduction. Must be able to prepare complete specifications for papers, inks and all necessary materials, repair parts or additional equipment when required. Must be able to train men; maintain a high degree of efficiency and capable of inspiring his subordinates to greater efforts. Plant located in South American City with California weather the year around. Address your application in writing, giving complete outline of experience and stating salary wanted, to Consul General of Colombia, 21 West Street, New York City.

## MISCELLANEOUS

**Large Printing Plant** offers several Modern and Carver Steel Die Presses sizes 6 x 10 and 7 x 11 and one baby press 4 1/2 x 9, also a Webendorfer Gravure Press size 36 inches with steam outfit, Grinder Cylinder, Carriers, and 4 pair of copperized cylinders and motors and one natural Deckeling machine complete with several sets of knives and 3 new motors. Write Box 493, Realservice, 15 East 40th St., New York.

## POSITIONS WANTED

**FREE—A "NEW DEAL."** My twelve years' experience is yours, gratis, for two weeks—or longer. I want to prove I have the ability, experience and knowledge to do your advertising and merchandising. Can save on sales expenditures and get action from dealers and consumers. Worked for Palmolive, General Foods and others. Age 31—Married—University of Chicago. Box 863, P. I.

**Former Editor** of prominent magazine for children desires a post that will find his abilities useful. He is a writer for parents and children of unique gifts; a designer and experienced producer of original printed books, booklets, gadgets and workable novelties; a good public speaker, fearless and original; an excellent radio voice and personality for parent and child; a magnetic salesman of commendable ideas; an enthusiast; a worker. Address Box 865, Printers' Ink.

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# BETTER PRINTING for BETTER BUSINESS

No good business man, even in these days, would send out a salesman whose personal appearance did not properly represent his company. Yet, sometimes good business men forget that their printing represents them to their prospective customers even more than their salesmen.

IT'S because we know just how much BETTER printing means to BETTER business that we take such care and pride in doing the best printing. If you are interested in making your printing help you get more business, then you will be interested in seeing a Charles Francis Press representative. A phone call to MEDallion 3-3500 will bring an expert to discuss your printing problems.

## CHARLES FRANCIS PRESS

461 EIGHTH AVE., at 34th ST., NEW YORK



**THE TEN LEADING GENERAL  
GROCERY ADVERTISERS IN  
CHICAGO NEWSPAPERS DURING  
THE FIRST QUARTER OF THIS  
YEAR PLACED MORE LINEAGE  
IN THE CHICAGO TRIBUNE THAN  
IN ANY CHICAGO EVENING  
NEWSPAPER**



*Chicago Tribune Offices:* Chicago, Tribune Tower. New York, 220 E. 42nd St.  
Atlanta, 1825 Rhodes-Haverty Bldg. Boston, 718 Chamber of Commerce Bldg.  
San Francisco, 820 Kohl Bldg.

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